



Beer Can Collectors **NEWS REPORT**



The BCCA's Bi-Monthly Publication Vol. 10, No. 5 Sept.-Oct., 1980

The Aztec Brewing Company . . .



Once the Pride of San Diego

page 4



Pub. No. 335910

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What's on tap

CHECK YOUR TUDORS The prolific Tudor brand and its many variations is traced brewery by brewery in this composite compiled by board member Roger Kirkpatrick #1583. See page 6.

CAN CLOSE-UP The popular Can Close-Up feature, written by Bill Christensen #33, our Can Information specialist, returns after a long absence. See page 13.

CAN LIDS The most interesting thing about a can is often times the lid, as J.D. Kerr #538 points out. Unfortunately, space did not allow for more photos, but you should get the idea. See page 15.

AND . . .

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Chapter corner

by Herb Schwarz #1922

So now you know how to get to the BCCA office by car, but if you decide to paddle a canoe or swim, please take note that access is better via the Mississippi River than as the Missouri as depicted on the map in the last issue of the *News Report*.

As of this writing, it is a little early to report on the BCCA Membership Drive. The early leaders were Jersey Shore, Westmont Strohs and Packer Chapters.

Welcome back to two chapters who have been reinstated at the July BCCA Board of Directors Meeting. They are Chapters 105 and 106.

Atlantic, Charlotte, NC — 1977

P: Pete Reynolds #11208

C: Bob Morgan #21275

60; none

4; none

Golden State, Los Angeles, Ca. — 1973

P: Harvey Lambert #10323

C: Larry Cummings #10787

104: Golden State; 6

5; LA/SD trade

Also update your Chapter list in the roster for:

Goebel Gang

C: Bev Hicks #10400

Yankee Chapter

P: Frank La Deau #1575

V: Bruce Chase #20326

Sunshine Chapter

(Third line)

86; Gator Tales; 3

Still, there aren't many chapters responding to having their sale items listed in the *News Report*. This *News Report* goes out to nearly 9,000 members and it's a great way to increase your treasury without any cost to you. Suggest you include postage in your cost or specify those items where postage is extra and how much. This may save additional correspondence and misinterpretations.

CAPITOL CITY CHAPTER

Ray Johnson #10176

Chapter Patch \$ 1.50

BCCA Cooler Cup 4.00

BCCA Key Chain 1.50

Cooler cup & Key chain 5.00

T-shirt (Old Georgetown) S,L 6.00

T-shirt (Old Tankard) S,L 6.00

Beer Cans Unlimited 16.00

49er CHAPTER

Warren Hardaker #696

Chapter Patch (with SASE) 1.50

Chapter Patch (without SASE) 2.00

GATEWAY CHAPTER

Vic Contarini #188

Chapter Patch 1.75

Beer patches (send SASE for list) .50 - 1.25

GRAND PRIZE CHAPTER

Bob Dean #1254

Chapter Patch 2.00

T-shirt transfers 1.50

T-shirt 6.00

GOEBEL GANG CHAPTER

Bev Hicks #10400

Chapter patch 2.00

T-shirt transfers 1.50

Budweiser books 1.00

K C's BEST CHAPTER

Larry Bolen #11411

Can Totes 4.00

Patches 1.00

T-shirts 5.00

Baseball shirts 7.00

McDONNELL-DOUGLAS CHAPTER

Jimx Reed #5027

Chapter patch 1.00

NORTH STAR CHAPTER

P.O. BOX 21247

Minneapolis, Mn 55421

10 obsolete Minn

brewery patches set \$12.00

(20% discount of over \$50 on these only)

Brewery patches

(send SASE for list) .75 - 2.00

Chapter patch 2.00

PACKER CHAPTER

Ken Tremi #4934

Chapter Patch 2.00

QUEEN CITY CHAPTER

P.O. BOX 3224

Hamilton, Oh 45013

Beer and Chapter patches .75 - 2.00

Trays 3.24 - 4.25

Beer signs 1.00 - 2.00

Coasters .10 - .15

Bottle labels .05 - .10

Chapter mugs 1.50

T-shirts 4.25

Oxalic Acid 5# containers 7.50

(send SASE for list of items, postage to be charged on heavier items)

TIDEWATER-CHAMPALE CHAPTER

Walter Baer #21627

Chapter patch 2.50

Chapter License Plates 2.50

Chapter wrap arounds (May 79) .25

VALLEY OF FLOWERS CHAPTER

Jimx Reed #5027

Chapter patch 2.00

Except where specified, I assume all prices are postpaid. I do suggest when ordering smaller items, to include an SASE and of course to save problems all around, do not send cash.

This is my last contribution to the Chapter Corner, as by next issue there will be a new BCCA Chapter Correspondent to carry on. I hope I have been of some service to you, but remember most new and innovative ideas come from you, the Chapters of the BCCA. Through your effortless work in hosting trade session and events, you are not only spreading knowledge of our hobby, but also enhancing many members' collections.

Much of your efforts go unheralded by nonchapter members or those not wishing to become involved with a chapter function. But your satisfaction is promoting the hobby and continually stimulating interest in your area. It is the non-involved who are missing out on the camaradery and friendship that has also become a most important part of our organization.

President's message

Twelve months ago I became the 10th president of the Beer Can Collectors of America. It has been a good 10 years of a hobby that might never have existed, but for the efforts of Denver Wright and six very good friends.

In those 10 years the club has had as members over 22,000 people from all over the world and from just about

every walk of life. But since some pursue other interests in life, the active membership is about 9,000. Some feel that it is tapering off, but I believe that we will see it go on and on for, who knows, another 10 years. It seems that someone, somewhere, at a trade session, show or some festival is surprised that such a hobby does exist and wants to know more about it.

How many can honestly say that they have not enjoyed the fun and friends that they have acquired from attending a trade session somewhere? How many times have you heard someone say, "If you are ever in my area, give me a call or drop in?" And 10 years ago, most of us knew a neighbor, or relative; and today we

Continued on page 29

The Aztec Brewery Once Thrived in San Diego

By A.J. Burgess #17348

The Aztec Brewing Co. of San Diego, Calif. (later the Altes Brewing Co.) was one of the many breweries that sprang up around the country following the end of Prohibition. Although tucked away in a corner of the country not known as a brewing center, it was once one of the larger breweries in the West, and managed to last 20 years before giving into a variety of reasons.

Aztec was the brainchild of two San Diego businessmen, Edward P. Baker and Herbert Jaffe. Baker had come to San Diego from San Francisco, and was involved in several local enterprises including the famous Agua Caliente Hotel and Casino in Tijuana and, also in that town, a distillery in partnership with Jaffe. Jaffe had studied brewing in Pilsen, Czechoslovakia, and had brought back a colony of Pilsen brewers to work for Aztec.

The original Aztec Brewing was started in 1921 at Mexicali, Mexico, about 100 miles east of San Diego. The resulting brew, ABC Beer, was distributed throughout Mexico, and became very popular. In 1929 the beer was entered in the International Exposition at Seville, Spain, where it won a gold medal. When Prohibition

On the Cover . . .

This was how the Aztec Brewing Co. looked in 1934, shortly after opening. The view is along Main Street, looking south. (Photo courtesy San Diego Historical Society — Title Insurance and Trust Collection.)

ended, the owners simply moved most of the brewery's equipment and people across the border to San Diego.

The Savage Tire Company plant at 2301 Main St. was acquired in November of 1932, and work began immediately to convert it into a brewery. \$50,000 was spent to buy the property, with another \$400,000 going into remodeling and converting the building into a brewhouse. The first unit was to have a capacity of 100,000 barrels a year. Under the building was a 25,000 sq. ft. refrigerated aging cellar with a 4000 barrel capacity.

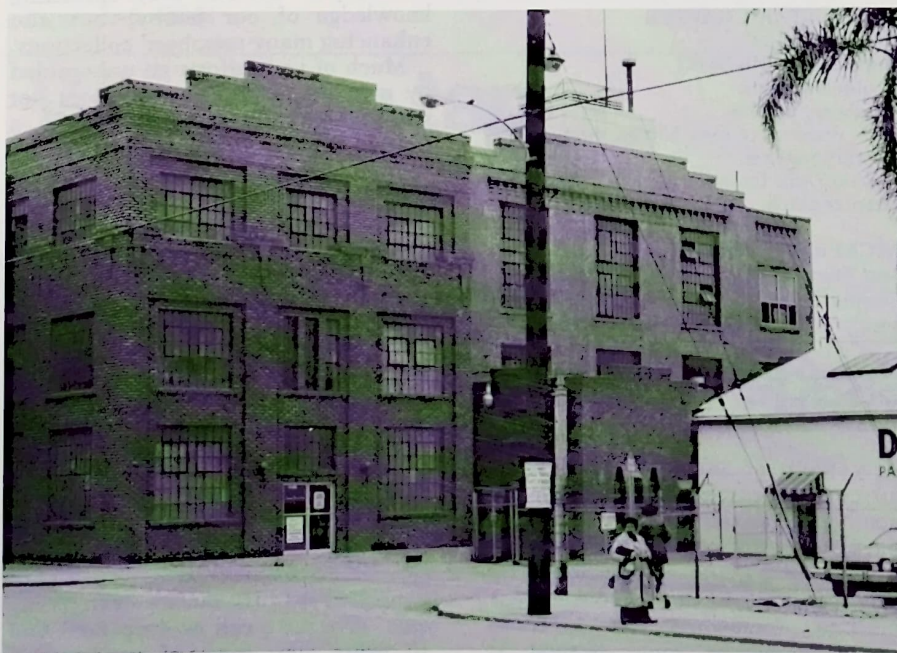
Work proceeded rapidly on the brewery. The only major problem was a conflict with the building unions. Most of the construction force employed on the remodeling was non-

union. The unions retaliated by placing the brewery and its products on a blacklist. In July of 1933 the brewery let go 200 of its construction workers, and replaced part of them with union men. Brewery officials said they had planned this all along, since their brewery workers were already union. The unions naturally claimed that it was the blacklist that changed the owners minds. In any case, the change to union labor caused cancellation, at least temporarily, of another \$400,000 expansion plan.

Baker and Jaffe had big plans for their new brewery right from the start. Evidence of this is given by the equipment orders for the bottling plant. It was reportedly the second largest of its kind in America and Europe, and could wash, rinse, sterilize, and fill bottles at the rate of 100 per minute. An order for 14,400,000 bottles was given to Owens-Illinois Glass. The order was second in volume for the year only to Anheuser-Busch. Two interesting notes on the bottle were that they were clear glass instead of the usual brown, and they contained 16 oz. instead of the standard 12 oz. These pint bottles allowed the brewery to tout the fact ABC had three glasses per bottle instead of two.

Baker had promised "to establish in San Diego one of the finest breweries in the country." He must have been talking about more than the quality of their product, because to contemporary accounts the brewery itself was very handsome. The walls of the brewhouse were decorated with murals portraying Aztec Indian life and the ingredients of beer. These murals, which still hang in the building, were painted by Jose Moya del Pino, a student of Pablo Picasso. The malt tubs were based with tile and topped with burnished copper, with more of the same materials used throughout the brewery. Fronting the brewery along Main St. was a tropical garden. It must have been an impressive sight.

The first test brew was started on June 8, 1933 with regular production coming two days later. Deliveries started July 20, 1933 with 14,000 gallons of ABC being delivered locally and 250 half-barrels going to Ventura and Orange counties, north of San Diego. Bottled beer went on the market about a month later.



The long line of beer trucks is gone and so are the signs on the building. But the old Aztec Brewing facility looks much the same today as it did 45 years ago.

AZTEC B.C.

NAME	COLORS	TYPE CAN	BCU #	BCCB #	DATES PRODUCED
ABC	GLD/BLK/RED/WH	CONE	18/2	1	1936-1938?
ABC	BLU/GLD/WH/RED	CONE (low)	18/1	2	1938-1941?
ABC	BLU/GLD/WH/RED	CONE (high)	18/1	3	1946-1948
ASSOCIATED	BLU/WH/RED	CONE (low)	18/9	like 14	1936-?
OLD DUTCH ALE	WH/BR/RD/BLK	CONE (low)	30/18	482	1936-?
OLD DUTCH BEER	WH/RD/BR/YEL	CONE (low)	30/19	483	1936-?

ALTES B.C.

ALTES	GR/GLD/RD	CONE (high)	18/5	7	1948-1950
ALTES "BRISK"	GR/WH/GLD/RD	CONE (high)	18/4	8	1950-1951
ALTES GOLDEN LAGER	WH/GLD/RD	CONE (high)	like 43/22	9	1952-1953
"7-11"	WH/GLD/RD	CONE (high)	34/25	655	1950-1951
"7-11"	WH/GLD/RD	FLAT	127/31	2654	1952-1953

MAIER B.C.

ABC	BLUE	FLAT	42/3	8	1956-1957
ABC	RED/WH/BLUE	FLAT	42/4	9	1956-1957

Sales grew rapidly. In three months they went from 17th place to 3rd west of the Rockies. Production was at 750 barrels a day, with beer shipped to Arizona, New Mexico, Nevada, Oregon, and Hawaii as well as California. In addition to its own ABC brand, Aztec produced several private brands, including Old Dutch, Brown Derby, and Associated.

With sales growing so fast, contracts were let in January, 1934 to build an addition to the brewery that would double production. It was to be 100% concrete, with the fermentation vats built right into the building. The first of its kind in the nation, cost of the addition was to be about \$300,000. A new bottling plant was also to be built to accompany the expansion.

A large explosion occurred in the new addition in August of 1935, during the waterproofing of the concrete vats. The blast killed two workman, ripped a 20 sq. ft. hole in the roof, and knocked a 1000 lb. pump off the roof. The cause of the explosion was traced to a leaky acetylene hose. The gas was set off by a torch the men were using. Since the new addition was not yet in service, output at the brewery was not affected. The addition was finally put in service in 1936.

As with most new ideas, all did not run smoothly at first with the concrete vats. Employees remember trouble with the linings used. The lining would crack, and allow the beer to come in contact with the concrete. This, naturally, was not good for the beer, and was the cause of much frustration until the problem was solved by the

In putting together this composite of Aztec/Altes cans I have relied heavily on John Wolpe's California Beer Can Composite. Although I talked to ex-employees, for the most part they had worked in the brew house and were not familiar with the canning and bottling plant, or couldn't recall the various types and designs of cans. By piecing together what I've learned about the brewery and using various reference books, I feel the dates given are fairly good guesstimates. If anyone can fill in the gaps or has further information, I would appreciate hearing from them.

Both Aztec and Altes used conetops, although Altes used flat top cans toward the end, after Korean War rationing ended. Wolpe's list has an Aztec flat top similar to the first cone (BCU 18/2), but I haven't been able to determine whether this was a test, promo, or regular production can. Finally, the ABC brand name was sold to the Maier Brewing Co. around 1956 by a former official of Aztec, which is why they are included in this list.

development of a new lining.

The late Thirties continued to be a busy time for the brewery. With the advent of WW II, the tempo only increased. As with other breweries, 15% of Aztec's production was committed to the military. This coupled with increased civilian demand due to the influx of war industry workers caused Aztec's sales to peak in 1944 with a gross of \$6,500,000.

The mid-1940's marked a time of more union troubles for Aztec, although this time the actions were not aimed directly at the brewery. In 1945 there was a jurisdictional dispute on the West Coast between the International Brewery Workers and the new A.F.L. Brewery Workers Union. The battle for the workers became very violent, with many fights, and armed guards escorting some brewery trucks making their deliveries. Fortunately for Aztec, the violence seemed to be confined to the north of San Diego. When the A.F.L. did take over in San

Diego it was after a peaceful vote by the workers.

In June of 1948, Aztec Brewing was sold to the Altes Brewing Co. of Detroit. James N. Crofton, a minor partner in Aztec, needed money to develop some oil fields he owned near Bakersfield, and Baker was forced to go along with the sale. The price tag was rumored to be upwards of \$1,000,000, and Baker stayed on as a director of Altes. Howard Colby, president of Altes, stated that the acquisition was the first step in a program to sell nationally beer brewed in chain breweries, at local prices.

Altes launched a \$500,000 remodeling job. The main feature was the enclosure of the fermentation vats. This was supposed to protect the beer's flavor from deterioration by air. Capacity was increased to 300,000 barrels a year, and a water purification system and a larger bottling works

Continued on page 20

The A&P Tudor Family

By Roger Kirkpatrick #1583

The most prolific of the canned supermarket beer brands in terms of longevity and number of brewers, is probably Brown Derby beer. Next in line is the A & P Tudor brand which also included ale and bock beers. The first Tudor cans by Metropolis B.C. were pre-1950 and include the IRTP statement. As you can see from the following listing, the Tudors progressed through a series of flats and tabs (with a couple of 16 oz. cans and quart cones tossed in) to the most recent but obsolete can by C. Schmidt Brewing Company, a two piece steel can.

Most of the cans that include A & P on the label have a counterpart without the A & P in the circle. The cans without the A & P were produced for states that prohibit advertising on alcoholic beverages, West Virginia being one state that has such a law. C. Schmidt has no cans without the A & P on them, nor was I able to locate any bock or 16 oz. cans without the A & P. A Tudor Near Beer was reportedly produced by Metropolis, N.Y., but apparently it was not canned.

There are a number of questions for which I did not find satisfactory answers. Did Best, Burkhardt, 5-star, Stein, or Tudor (Chicago) produce a bock can? Did 5-Star or Spearman make an ale can? I look forward to comments from "News Report" readers to help fill in the gaps!

I am indebted to the following for their assistance in producing the Tudor listings: John Ahrens, J.R. Armentrout, Leigh Aschbrenner, Bill Christensen, Jim Heffernan, John Holmes, William Hulse, Marge Kirkpatrick, Martin Landey, Randy McIntosh, Marcella Schinski, Val Schlueter, Herb Schwarz, and Fred Wolpe.



1 2 3 4 5 6 7 8



9 10 11 12 13 14 15 16



17 18 19 20 21 22 23 24

12 Oz. Flats and Tabs:
Best Brewing Co., Chicago, Ill.
Tudor Cream Ale (can #1 in photo)
Tudor Beer (11)
Burkhardt Brewing Co., Akron, Ohio
Tudor Cream Ale (1)
Tudor Beer (11)

Cumberland/Queen City Brewing Co., Cumberland, Md.

Tudor Cream Ale (1)
Tudor Ale (2)
Tudor Ale (3)
Tudor Cream Ale (5)
Tudor Cream Ale (no A & P) (6)
Tudor Ale (7)
Tudor Ale (no A & P) (8)
Tudor Beer (11)
Tudor Beer (12)
Tudor Beer (13)
Tudor Pilsner Beer (15)
Tudor Pilsner Beer (no A & P) (16)
Tudor Premium Beer (17)
Tudor Premium Beer (no A & P) (18)
Tudor Bock Beer (23)
Five Star (Ruppert) Brewing Co., N.Y., N.Y.
Tudor Beer (14)
Hornell Brewing Co., Hornell, N.Y.
Tudor Cream Ale (1)
Tudor Ale (2)
Tudor Beer (11)
Tudor Beer (12)
Tudor Bock Beer (20)
Tudor Bock Beer (22)
Metropolis B.C., N.Y., & Trenton, N.J.; Century B.C., Norfolk, Va.; & Tudor B.C., N.J. & Va.
Tudor Cream Ale (Metro., N.Y.-IRTP & N.J. and Century & Tudor, Va.) (1)
Tudor Ale (Metro., N.J. & Tudor, Va.) (2)
Tudor Ale (Metro., N.J. & Tudor, Va.) (3)
Tudor Cream Ale (Tudor, N.J.) (5)
Tudor Beer (Metro., N.J.) (10 — cream and metallic blue)
Tudor Beer (Metro., N.Y.-IRTP & N.J. and Century & Tudor, Va.) (11)
Tudor Beer (Metro., N.J. & Tudor, Va.) (12)
Tudor Beer (Metro., N.J. & Tudor, Va.) (13)
Tudor Pilsner Beer (Tudor, N.J. & Va.) (15)
Tudor Bock Beer (Metro., N.J.) (20)
Tudor Bock Beer (Metro., N.J.) (21)
Tudor Bock Beer (Metro., N.J.) (22)

Tudor Bock Beer (Tudor, N.J.) (23)
George F. Stein Brewery, Inc., Buffalo, N.Y.
Tudor Cream Ale (1)
Tudor Beer (11)
Spearman Brewing Co., Pensacola, Fla.
Tudor Beer (13)
Tudor Beer (14)
Tudor (Canadian Ace) Brewery, Ltd., Chicago, Ill.
Tudor Ale (2)
Tudor Ale (3)
Tudor Ale (4-dull gold)
Tudor Cream Ale (5)
Tudor Beer (12)
Tudor Beer (13)
Tudor Beer (not pictured — like #13 but dull gold)
Tudor Pilsner Beer (15)
Tudor Pilsner Beer (no A & P) (16)
Valley Forge (Schmidt's) Brewing Co., Phila., Pa. & Cleveland, O.
Tudor Ale (7)
Tudor Ale (9)
Tudor Premium Beer (17)
Tudor Premium Beer (19)

16 Oz. Flats and Tabs:

Cumberland/Queen City Brewing Co., Cumberland, Md.
Tudor Cream Ale (like #1 with King Size at top and Half Quart at bottom)
Tudor Beer (like #11 with King Size at top and Half Quart at bottom)
Tudor Pilsner Beer (24)
Tudor Brewing Co., Norfolk, Va.
Tudor Cream Ale (like #1 with King Size at top and Half Quart at bottom)
Tudor Beer (like #11 with King Size at top and Half Quart at bottom)

Quart Cone Tops:

Metropolis B.C., N.Y., N.Y.
Tudor Cream Ale (IRTP) (like #1)
Tudor Beer (IRTP) (like #11)

Book review

By Dennis Gordon #520

"Beer Naturally"

By Michael Hardman and Theo Bergstrom
Bergstrom and Boyle Books Limited
22 Maddox Street, London W1R 9PG
Great Britain

Available from: Two Continents
30 East 42nd St.
New York, NY 10017
\$4.50

"The story of beer begins in the barley field and the hop garden. It ends, happily, in the pub when the factory worker and the stock broker put their day's work behind them and call to the barman for a pint of beer, naturally."

It is said that a picture is worth a thousand words; in "Beer Naturally" we are offered 60 pages of photographs on the brewing of beer. From the barley fields to the pub, every step of the process is illustrated in large photographs, many of which are in color, thus offering a wonderful insight into the mystique of this most delightful beverage.

Following this magnificent photographic essay are a few pages detailing the practice of the brewers' art. Accompanying the article are small reproductions of the photos described above, along with a brief note of explanation and the name of the brewery involved. Additional illustrations are included with notes to explain their importance.

It's all here for anyone who wants to see how beer is actually produced — like a long distance phone call, it's the next best thing to being there. Only a visit to your local brewery, barley field, hop farm, and favorite tavern could offer more.

It is worth mentioning, I think, that this book was produced in conjunction with the Campaign for Real Ale (CAMRA). This organization, which is based in Great Britain, has a membership of 30,000 enthusiastic beer drinkers dedicated to maintaining high quality draft beer. It is today the largest and most successful consumer organization in Europe. Details are available by writing to:

Membership Secretary
CAMRA
34 Alma Road
St. Albans, Hertfordshire AL1 3BW Great Britain

Foreign brand changes

By Marcella Schinski #3715

Our cup runneth over (or should I say our beer can). For the past several months or so the foreign breweries have joined the U.S. breweries in issuing new brands, scene/series of cans, and making various changes to existing brands. This definitely keeps me on the alert, but I wouldn't be able to report on all these brands, if it weren't for the help of many collectors from around the world, such as the following members: Horst Wendland (780), Mick Stevens (5830), Claude Lardinois (12529), Gary Crossen (8068), Darrold Bussell (360), Chris McGinnis (21026), Jeremy Tillcock (19054), Dick (4530) & Joanne Clark (14530), J.A. Kerr (10964), Scott Oglesby (6169), Bob Prinz (6705), Christer Loow (11743), Giovanni De Lorenzo (17532), Ron Hayes (4746), John Wheler (15549), Paul Pedersen (19268), and Dennis Drew (11565).

AMSTEL LAGER/for Amstel by So. African/Johannesberg, So. Africa. Minute change to this 340ml can. In the large white circle of the can are the words Brewed for Amstel Brewery By The South African Breweries Ltd., whereas it formerly was Brewed Under License, etc.

ANCHOR EXPORT/North Country/Hull, England. Now a 440ml black (brown) can with a red oval featuring a sailing schooner with lettering in white and black. (In 1765, the days of tall ships, our founder John Ward brewed strong ale especially for the hardy seafarers of Hull. Anchor Export follows in this tradition). I'm told this can was obtained in York, England in a small liquor store whose salesperson sounded convincing that this brand was only available there. She also stated the brewery re-opened in April after being closed for several years.

ASAHI LAGER BEER / Asahi / Tokyo, Japan. E-Z STAY-ON TAB CAN, plus brewery name and location on one side at the bottom and ALL ALUMINUM CAN and contents on the other side at the bottom of this 350ml can. Same design; rising sun but there is no can number on this can. I obtained this addition to my collection through a co-worker of my husband who vacationed in Hawaii. He knew I collected

foreign cans and made it a point to obtain several different brands for me. He got the shock of his life when he checked out of the hotel and the bell hop threw the luggage out of his third floor window, for loading at ground level. Needless to say some of the cans he had packed for me, are worse for the wear, but they're worth it due to the thoughtfulness of a non-beer can collector friend.

1. **BECKER PILSNER**/Becker/St. Ingbert, Germany. Twelve can set of 90 years of energy and mining. Same silver 33 cl can having a yellow logo on the can side with a symbol



2



3



4



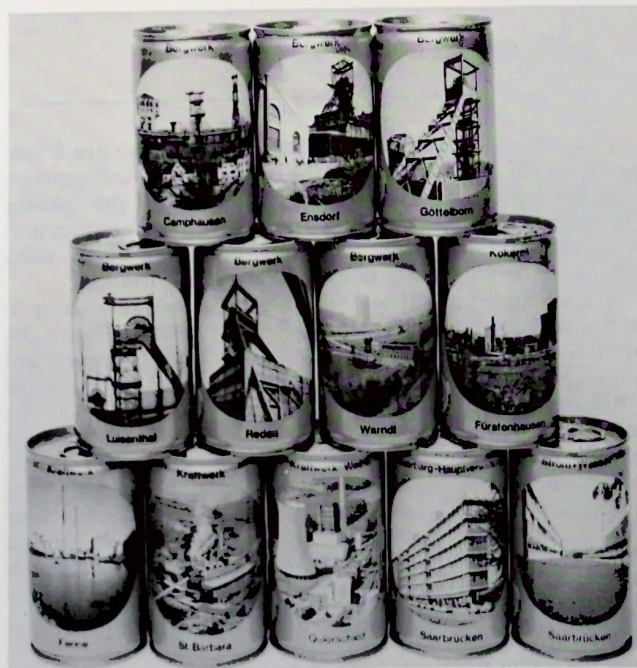
5



6



7



1



8



9



10

and 90 JAHRE 90 PROZENT 1889-1979 IG BERGBAU UND ENERGIE BEZIRK SAAR. (Backs shown only).

Bergwerk	Camphausen	Top row/left to right
Bergwerk	Ens Dorf	Top row/left to right
Bergwerk	Gottelborn	Top row/left to right
Bergwerk	Luisenthal	Middle row/left to right
Bergwerk	Reden	Middle row/left to right
Bergwerk	Warndt	Middle row/left to right
Kokerei	Furstenhausen	Middle row/left to right
Kraftwerk	Fenne	Bottom row/left to right
Kraftwerk	St. Barbara	Bottom row/left to right
Kraftwerk Weiher	Quierschied	Bottom row/left to right
Saarberg-		
Hauptverwaltung	Saarbrücken	Bottom row/left to right
Strom + Wasser	Saarbrücken	Bottom row/left to right

2. **BRAND LAGER BEER**/Royal Brand/Holland. Dark green 33 cl can with a white oval trimmed in gold leaves having a white crown at the top. By Appointment to H.R.H. The Prince Of The Netherlands around the bottom of the can.

3. **(CARDINAL) MOUSSY DARK**/Cardinal/Fribourg, Switzerland. Copper 33cl can for export to Saudia Arabia.

CARLING O'KEEFE LTD. — Toronto, Canada has agreed to sell its Black Label & Red Cap beer trademarks in Southern Africa for about \$18.1 million (U.S.), subject to government approvals. The agreement was effective March 31st, but the identity of the buyer was withheld at the purchaser's request. The trademarks mainly apply to South Africa where a reorganization of the alcoholic beverage industry took place last year in which South African Breweries, the country's largest brewing concern, affectively acquired a monopoly of the beer market by acquiring its competitors. (Shades of the "biggies" in the U.S.)

4. **CARLSBERG LIGHT**/Carling O'Keefe/5 Cities, Canada. Carling O'Keefe Breweries Ltd. has introduced a low calored Carlsberg in the province of Ontario in late June. The brewer says that although it's Trilight brand was the leader in the "extra-light" brands at 2.5% alcohol, the new Carlsberg Light at 4% and 110 calories instead of 150-will compete against the more popular medium-light brews such as those from Labatt (4%) and Molson (4.5%). Light beer accounts for about 6% of the Canadian market and is expected to grow to 9% in five years. 341ml cans in packs of sixes and twelves only, at \$3.25 per six and \$6.20 per twelve including a deposit of 5¢ per can are now available (The first Can-vention of the CANADIAN BREWERIANS was held at the Carling-O'Keefe Brewery in Toronto, August 23, 1980).

CARLSEN LITE LAGER/Brewed by Carlsberg, Copenhagen, Denmark. Canned for Carlsberg, Northhampton, England. Wording changed in the oval of this 440 ml can; Brewed & Canned for Carlsberg Brewery Limited replaces Brewed by Carlsberg Breweries Copenhagen, Denmark. (See Jan. '80 issue, #4).

5. **CROWN LITOMETAL S.A.** — Promotional 354 ml can from Crown Litometal, a can company. Nuevo, etc. means "New in Columbia for Beer & Soda." To the right of the can seam; los exitos, etc. means "Success comes in new containers." The left of the can seam; mayor, menor, mas, etc. means "Easy to Transport, Less Weight, Easy to Exhibit, Will not damage as easy, and Functional." I don't know if this can contained beer or soda or not.

CRYSTAL WUHRER/Wuhrer/Brescia (Italy). Another variation to report on this cl. 33 extruded steel can that has the red W at the top. 14° saccaromettici appears below the words **BIRRA SPECIALE** near the bottom of the can.

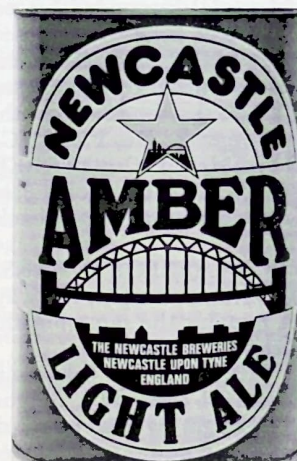
CULEMBORG LITE/for Drie Krone/So Africa. Close scrutiny is called for on this 340 ml obsolete can. Great Tasting Least Filling Most Refreshing are now the English

words at the top of this can on one side with Afrikans on the reverse side. (See May/June '78, #2).

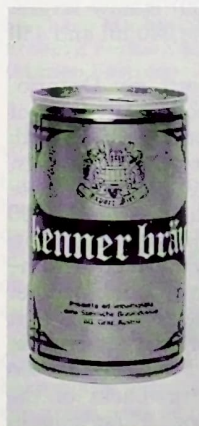
DANNISH NEWS; Faxe Fad 28 cl and Faxe Fad 35 cl are obsolete.

6. **DAVENPORTS EXHIBITION LAGER**/Davenport/Birmingham, England. A 9½ oz. can for the **NEWWEY & EYRE GROUP** — International Distributors of Industrial Equipment. This was a one time issue and was not available to the general public. (Same design and colors; black, white, blue and gold as the Continental Lager).

7. **DORTMUNDER KRONEN PILSKRONE**/Dortmunder/Dortmund, Germany. Gold 33cl can with same basic label as the 5 liter can reported on in the May '80 issue, and the words **Bier.Beer.Biere.Birra** plus contents around the bottom of the can.



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8. **DORTMUNDER STIFTS PILS**/Dortmunder Stifts Carl Funke/(Dortmund), Germany. All white 33 cl can with accent colors of gold, red, black and deep yellow.

FORST PILS/Forst/Merano, Italy. This dark blue CL33 can has the same basic label as the export can except for the word Pils (in red) and Birra Bier Biere Beer (in various positions around the bottom of this crimp/steel can.)

9. **FRANZ WILHELM HOFBRAU KLASS II**/Sinebrychoff Brewery, Finland for Polar Co. Foods, Stockholm, Sweden. Aqua 45cl can with gold crest and lettering in gold and white.

GOLD LABEL DARK BEER DE LUXE CLASS II/Sinebrychoff Brewery, Finland for Polar Co. Foods, Stockholm, Sweden. 45cl two sided can, a mate to the Silver Label featured May '80, #15, except this can is gold and brown with a gold medal suspended by a red and white ribbon.

GOLD OCHSEN ULMER PILS/Goldochsen/Ulm, Donau, Germany. Still the same all gold 0.33 Liter can but with a word change near the bottom of this can; Ulm's FLUSSIGES GOLD replaces Das FLUSSIGE GOLD.

10. **GRANGES PREMIUM EXPORT BEER III**/Granges/Grangesberg, Sweden. Granges (gold) Premium (bronze) Export (gold) in large letters on a black background on this 45 cl. can.

HANSA EKSPORTOL (EXPORT)/HANSA PILSNEROL (PILSENER) BEER/Hansa/Bergen, Norway. Label design on these 35cl cans remains the same but the city design is now white and formerly it was gold.

HEIDELBERG (100) LAGER/Interkontinentale/Auckland Park, (So. Africa). I received a shipment from South Africa of what I thought would be traders, but upon comparison I found I had additions to my collection. Same design as featured in the May '78 column, #4, and reported on in the May '79 column, except the (100) is now larger; Lager is smaller and is now gold on both the 340 ml and 450 ml cans.

HENNINGER has come through, reports my Ontario, Canada connection, for those of you that collect any form of breweriana. It's a 15 litre white plastic sphere, for draft, with a pebbled surface but devoid of any brewery markings. Johnson Enterprises of Rockford, Illinois produces these spheres at a sell price of \$20.50 each plus a \$10.00 investment for a pump. A beer store employee thinks this will be the next big thing in beer, but my contact feels the awkwardness and extra cost will result in a quick demise. The spheres come in a special Henninger cardboard box that has no deposit value. The box is created to hold ice because the beer is draft and has to be kept cold and the sphere is too big for a refrigerator. Despite all the drawbacks of the container Jeremy says the beer is really good. These spheres are also available in British Columbia. The ad states the spheres can also be used (when empty) as a planter, lamps, floats, space helmet, or a popcorn bowl. How about that!!!

HOWSON-ALGRAPHY SPECIAL LAGER / Watney Mann/London, England. 33.1 can with the same basic colors as the other cans except this time SPECIAL LAGER is in small letters at the top of the can and HOWSON-ALGRAPHY in large letters in the bottom 1/2 of the can.

KANTEL BRAU/Bavaria/Lieshout, Holland. One really has to be observant to notice the changes to this 33 cl extruded steel can. The dark beige (not gold) band at the top is now smaller, thereby increasing the size of the white band at the bottom, which naturally raises the position of the lettering and bands on the can (See March/April '78, #8).

11. **KENNER BRAU**/Puntigam/Graz, Austria. Dark gold 0,33l can with black design and lettering in black and white. Unusual can as various breweries and cities are indicated; Puntigam of Graz on one can side, Steirische of Graz on the faces of this two sided can, and Karntner of

Villach on the lid of the can.

KIRIN LAGER BEER/Kirin/Tokyo, Japan. Several changes have occurred to this 35 CL. can. The words TRADE MARK which appeared in the logo has been eliminated; net contents in green at the bottom of the can replaces All Aluminum Can (in silver); brewery name in top half of logo is no longer trimmed in black, and the importing company, etc. now appears on the can side rather than the words tab top, just to list a few changes.

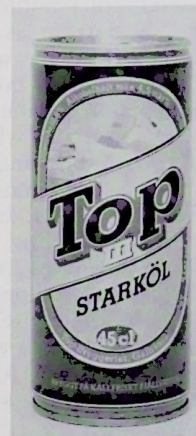
KOKANEE BIERE PILSENER BEER/Columbia/Creston, B.C., Canada. At long last there is something to report from Western Canada. Kokanee has been re-introduced in cans for the first time since Labatt's acquired the Columbia Brewery about three years ago. However, the only difference is that this 341ml can is now silver, whereas it used to be blue.

LORIMER'S SPECIAL SCOTCH ALE/Lorimer's/Edinburgh, Scotland. Very similar label on this 440ml can as featured in the March, 1978 issue, #11, except the words Scotch Ale are in the brown ribbon and the word Special is above said ribbon.

MCEWAN'S STRONG ALE/Scottish & Newcastle/Edinburgh, Scotland. Usual Cavalier "logo" but this 330 ml can is all black with a gold circle around the cavalier, Plus a gold band at the top and bottom.



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12. **MESSINA BIRRA**/Messina/Pollein, (Italy). Deep beige CL. 33 can with blue, white and light chocolate accent colors. I'm told this is a new can but is very hard to obtain.

NASTRO AZZURRO BLACK SPECIALE/ Peroni/Italy. Label design the same as the Export Lager cans but this CL. 33 can is black (naturally) with gold; the blue ribbon, and lettering in white and gold.

13. **NEWCASTLE AMBER LIGHT ALE** / Newcastle/ Newcastle Upon Tyne, England. Totally new label on this 2,215 litres two sided can. Now all blue with a white oval showing a city skyline and bridge (one of the important bridges which spans the river Tyne), all of which is trimmed by a lighter blue oval.

14. **PATRIZIER EDELHELL EXPORT** / Patrizier / Nurnberg, Germany. New label; all white 0,331 can with oval in bronze, plus a leafy design and accent colors of red and black.

15. **SAARFURST**/Saarfurst/Merzig, W. Germany. Three-sided silver 0,331 can with a blue rectangle, trimmed in red. The logo within the rectangle is a king, hoisting a foaming beer. This can has French, German and English on it. Totally different label from the 5.0L barrel gallons that I have in my collection.

16. **SANKT OLOF LATT OL KLASS I**/Till/(Sweden). This 33cl aluminum can was issued for the NORRLANDS LEDANDE LATTOL (Augo Racing) TEAM SANKT OLOF featuring the checkered flag and racing cars at the bottom of the can.

SIMPLON BRAU SPEZIAL EXPORT/Wuhrer/Brescia, Italy. This 33 CL crimp steel can differs that on one side the word BEER (in large letters) replaces Birra Speciale which appears on both sides of the 33 CL aluminum can, at the top.

SKOL CERVEJA PILSEN/Skol/Caracu, Brazil. The words Cervejz Pilsen replace International Beer, directly beneath SKOL in the circle of this can.

17. **STREITBERG PILS**/Feldschlosschen/Braanschweig, Germany. Dull gold 033 Liter crimp steel can with accent colors of red, white, green and black with a green band at the top and bottom of this two sided can.

STUTTGARTER HOFBRAU PILSNER / Germany. Basically the same label as the Export can but with variations. The word PILSNER is in place of the word Export and there are two medals on this 0,33L can whereas the export can has one. Deutsches Bier at the top instead of Exportbier and there is no lettering in the gold band which accents the logo and brand name.

SUNTORY REAL-DRAFT BEER/Suntory/(Japan). Can #2374. This 350ml can is the can with the beer mug except the mug is small with the word SUNTORY right below it. REAL DRAFT is now silver (instead of yellow) and the trim around the oval is silver (instead of white), etc. . .

SWEDISH NEWS: Ostra and Appeltofftska breweries are now one brewery: Appeltofftska.

18. **SWINKELS DOUBLE 7 DUTCH EXPORT BEER** / Houba/Lieshout, Holland. Colorful gold 33 CL. can with accent colors of red, white, and green with lettering in black and white.

TASMANIAN LAGER BEER/Tasmanian at Cascade/Hobart, Australia. IMPORTED AUSTRALIA now appears at the top, as well as the bottom, of this 12 FL. OZS. can. (July '79 Issue).

THREE TOWNS STARKOL 01 III/ Prippts/ 3 cities, Sweden. Same label as the Beer 01 II, #22 in the Nov./Dec. '79 column, but this 45 cl can has a dark blue background.

TILL SPECIALBOCK SPECIAL II BEER OL II/Till/(Sweden). Aluminum 33cl can with the detailed goats head as featured on the Bocken 01 Klass II can in the May-June '80 column, #1.

19. **TOP III STARKOL**/Top/Gallivare, Sweden. Black background with a light blue label with TOP III in the center of the label. "Top" in black trimmed in red and white; 45cl.

TUBORG GREEN LABEL PILSENER LAGER/ Bass Limited/Burton On Trent, England. Looks like the World Famous Pilsener Lager can but this 440ml can has a much larger logo.

20. **TUCHER UBERSEE EXPORT**/ Brau-AG/Nurnberg, Germany. Sixteen can set similar in design to the previous Tucher Ubersee* and Rothenberg OT Export** scene/series. Three are scenes of Nurnberg and the others are towns less than 100 miles from Nurnberg. (*These three Tucher cans were featured in Nov. '77, #20 & #23, plus Sept. '79, #23 issues. **The Rothenberg in Sept. '77, #20). Cost and space necessitate my only featuring the twelve cans that have not been photographed to date. I'm told that one of the cans is a limited edition, because if a complete set of sixteen empty cans is returned to the brewery, they will give twenty four full cans, their preference, in return.

Altmuhlthal-Burg Kiptenberg	
(Kiptenberg Fortress)	Top row/left to right
Ansbach Herrieder Tor (Herrieder Gate)	Top row/left to right
Bad Kissingern Fubgangerzons	Top row/left to right
Bad Neustadt/Saale Stadibid Mit Turn	
(City Bldg. w/tour)	Middle row/left to right
Bayreuth Festspielhaus	
(Canvention Center)	Middle row/left to right
Coburg Veste Coburg (Coburg Fortress)	Middle row/left to right
Dinkelsbuhl Dinkeisbuhler	
Knabenkapelle	Middle row/left to right
Hof Rathaus (City Hall)	Bottom row/left to right
Lichtenfels Basilka Vierzeh	Bottom row/left to right
Regensburg Steinerne Brucke und Dom	
(Steiner Bridge w/cathedral)	Bottom row/left to right
Schwabach Marktplatz Mit Brunnen	Bottom row/left to right
Wurzburg Festung Marienberg Mit St. Kitian	
(Marien Fortress)	Bottom row/left to right

21. **WATNEYS BROWN ALE/WATNEYS PALE ALE**/ Watneys/London, England. Completely changed label for these two brands; both brands have a brick effect as the background. The Brown Ale is a brown brick with a brown oval and is available in the 275ml (shown) and 440ml sizes with the larger can having the magnetic code for ease of check out at stores. The Pale Ale is a beige brick with a gold oval and is available in the 440 ml size.

WICKULER PILSENER/Wickuler-Kupper/Wuppertal, Germany. See May-June '78, #14. Additional changes have been made to this 33 CL. can; the wording on both sides of the green oval at the top has been eliminated and the gold coin at the bottom, in the center, is now a dull silver. In addition all the bright silver areas on the can are now a dull silver.

Paper Label Up-Date Coming

Time is approaching for the annual up-date of paper label cans produced by BCCA members and chapters. If you have a label to be included which hasn't been featured in the past, please send it to Jim McCoy #136. The up-date is scheduled to appear in the January-February 1981 *News Report*.

How to Conduct the Perfect Taste Test

Among the inevitable rites of summer are beer tasting events in which consumers are asked to rank their preferences from among several brands in "blind" tests. In the interest of fairness and objectivity, Olympia Brewing Company brewmasters have drawn up a list of suggested conditions under which such tastings can be conducted for maximum reliability.

1. Among the most important considerations is the age of the product. Beer is perishable, and all brands tested should be of roughly the same age. Many brewers, perhaps most, date their packages using a variety of codes. (Olympia, Hamm's and Olympia Gold beers have "pull-date" codes on bottle labels and on the bottom of cans. The pull-date — the date the package should be removed from retail shelves — is 120 days from the packaging date. So, a pull-date code of 0630 on the bottom of a can of Olympia means it should be taken off the shelf on June 30. It was packaged 120 days earlier or about the first week of March. On bottles, look for the 12 dots on the top of the label. Each dot represents a month, with January through December from left to right. A

single notch near a dot indicates that the bottle should be removed from retail distribution in the first 10 days of the month represented by the dot. Two notches mean the second 10-day period and three notches indicate removal during the final third of the month.)

2. Beer samples should be poured by someone other than the taster. An experienced beer drinker may pick up clues to the identity of the sample by the way it pours.

3. All samples should be served at the same temperature. As a rule, American beers taste best at about 40 degrees Fahrenheit. "Ice-cold" beer may not yield the brew's full flavor.

4. The container in which the beer is poured should be intended for beer. Hard plastic or glass are OK, but polyurethane cups intended for coffee may impart their own flavor making comparisons difficult.

5. Each serving should be at least 4 to 6 ounces.

6. Samples should be presented to tasters in a "rotated" manner. There frequently is a prejudice in favor of the first beer tasted. So, if there are 20 tasters, the first five should receive

brand "A" first, the second five should receive it second and so forth.

7. Tasters should be in a relaxed, comfortable environment free of distractions. Perfume or after-shave lotion can affect a taster's response to a product. Smokers are thrown off by not smoking, while nonsmokers are distracted by smoke. Conversation among tasters also can significantly alter perceptions.

8. Beer should never be exposed to bright sunlight or high intensity artificial light.

9. Each sample should be freshly poured.

10. Each taster should be asked to rank the over-all reaction to each beer product on a scale of from one to 10. No more than five brands should be tested at one time.

11. Tasters must be regular beer drinkers.

12. Even if all these rules are followed, chances are you won't have a "statistically reliable" appraisal of the beers tested. To get that, according to marketing research experts, you should include at least 200 beer drinkers in the test.

Ah, to Be in Cincinnati in 1898!

The Cincinnati Brewery Directory of 1898, submitted by Roger Weddle #9366:

1. Henry Adams' Camp Washington Brewery, Straight St. & Miami Canal.
2. Anheuser-Busch Brewing Assn., Eggleston Ave., near Pearl St.
3. Banner Brewing Co., Walnut, Canal & Clay Sts.
4. Bavarian Brewing Co., 367-369 Pike St., Covington.
5. Becker Brewing Co., Westwood Ave., Lick Run.
6. Bellevue Brewing Co., 601-615 W. McMicken Ave.
7. John Brenner Brewing Co., Scott & Pike Sts., Covington.
8. John C. Bruckmann Brewery, Dodsworth Ave., Cumminsville.
9. Covington Brewing Co., Baker St., Lewisburg.
10. Foss-Schneider Brewing Co., 943-951 Freman Ave.
11. Gambrinus Stock Co. Brewery, Sycamore and Abigail Sts.
12. Gerke Brewing Co., 233-235 Canal St.
13. Germania Brewing Co., 2125 Central Ave.
14. John Hauck Brewing Co., 433 Dayton St.
15. Herancourt Brewing Co., 1400 Harrison Ave.
16. Hudepohl & Kotte Brewery Co., 46 E. McMicken Ave.
17. Jackson Brewing Co., N.E. Corner Elm & McMicken Ave.
18. Jung Brewing Co., 2025 Freeman Ave.
19. John Kauffman Brewing Co., 1622-1628 Vine St.
20. Herman Lackman Brewing Co., 823 W. Sixth St.
21. Christian Moerlein Brewing Co., 2000-2018 Elm St.
22. Schaller Brewing Co., 1622-1630 Main St.
23. Schmidt Bros. Brewing Co., 125-131 E. McMicken Ave.
24. J. Walker Brewing Co., 1125 Sycamore St.
25. George Wiedemann Brewing Co., 623-637 Columbia St., Newport.
26. Windish-Muhlhauser Brewing Co., Plum and Wade Sts.

Can Close-Up . . .

Cerveja S. Jorge One of a Kind

By Bill Christensen #33

The can illustrated here is rather remarkable on several counts. First, it is a cone top from Portugal — the only one known to the best of my knowledge.

Second, it is made of aluminum with a paper label. And third, it commemorates the 800th anniversary of the recapture of the city of Lisbon from the Moors.

The can is Cerveja S. Jorge (St. George Beer) produced by Companhia de Cervejas Estrella of Lisbon in 1947. Many people have seen German aluminum cone tops with either paper label or printed labels (Lowenbrau, Gruner, etc.), but this is the first non-German one I've seen. On second thought, I seem to recall that Ekla of Belgium also had one.

The machines for these cans were made by an American company. They sent their salesman to Europe after World War II to attempt to create a market. The biggest problem they ran into was cost, but there were also leakage difficulties.

These cans are drawn or extruded from the top, rather than from the bottom as modern drawn and ironed cans are made. This resulted in top-heavy cans and very expensive dies. The same company also made paper label aluminum flat top cans. I have a Henninger of this type.

Now for a few shades of El Cid: In 716 AD the Moorish invasion of Iberia swept through Lisbon. The Moors held Lisbon until 1147 when Alfonso Henriques, the first Christian king of Portugal, recaptured the city with the aid of some English crusaders who stopped off on the way to Jerusalem. You see, there are some commemorative beer cans a bit more significant than the First Annual Bubble Gum Chewing Contest of Okoboji, Iowa!



Meeting of the board

May Highlights

- The last number issued was 21,797.
- Herb Schwarz made a motion we accept chapter #104, the Delaware Blue Hen Chapter. Second by Marcia Sticht, passed by a voice vote. The officers are: Al Strano #89, president; Louie Strano #194, vice president; Greg Klabunde #18700, Secretary; and Tony Strupezewski #15759.
- Bob Corbett expressed a desire to resign his librarian post because of lack of time. Steve DeBellis volunteered to be the new librarian and was so appointed.

June Highlights

- The last number issued was 21,887. There are 8,772 active members.

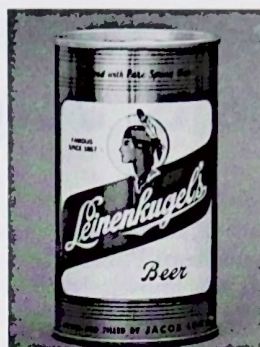
• Convention Report: The commemorative can will be made in Denver. Boston, Virginia Beach and Cedar Rapids have bid for the 1984 Convention.

• Communications Committee: Bud Sucher made a motion that the number of want ads be reduced from eight to six and that they would come out in opposite months from the News Report. Second by Leo Mercurio, passed by a voice vote.

• Roster: Bud Sucher made a motion that have only one roster update instead of two, and it would come out after the Convention. Second by Herb Schwarz, passed by voice vote.

• Louis Capriotti read a petition from the Badger Bunch Chapter expressing their desire to have the want ads open to other brewery-related items. Bob Dean made a motion that we try this on a trial basis for three issues. Second by Leo Mercurio, passed by a voice vote.

The Trials of Being a Small Brewer



A bearing for one of his pieces of brewing equipment had failed to arrive from the manufacturer and Bill Leinenkugel was mad.

Of course, he needed that bearing — the entire Leinenkugel brewery was at a standstill and would remain so until the part turned up. But what really grated on the usually affable company president was something else.

Without consulting first, the New York shipper had sent the bearing to Chippewa Falls by the cheapest — and slowest — means. By bus. "Would they have done that to Miller? Would they have done that to Schlitz?" Leinenkugel fumed. "Heck no. They would have sent it off air mail first class and asked questions later."

Being one of the little guys in the U.S. brewing industry these days means coping regularly with annoyances like that. Especially since the little guys are so little and the big guys are so very, very big.

When Bill Leinenkugel, 58, sits in his modest office and talks about the future, he says, "My dream is a 125,000 barrel (per year) capacity and 100,000 barrels average production." Compare that to the five giants who soak up 70 percent of the nation's beer sales every year — Anheuser-Busch, Miller, Schlitz, Pabst and Coors.

Leinenkugel is a David of sorts among the Goliaths. Two years ago two national magazines touted its heavy, strong-tasting lager as being among the highest quality beers in the country.

As a result of the favorable publicity, production at the old red brick brewery on Jefferson Street has jumped from 74,000 barrels in 1977 to a projected 85,300 this year. Sales which totaled about \$4 million in 1979 are expected to gain five percent this year.

Leinenkugel, whose great-grandfather founded the brewery in 1867, has a simple formula for taking on the giants in the super-competitive beer business: "We can't outproduce them and we can't out-advertise them," he says, "so we just make a better beer."

Size, or lack of it, brings other problems. One day Leinenkugel and assistant brewmaster John Buhrow proudly showed off a "new" canning machine waiting to be put onto the production line.

But the machine was third-hand, having come from a soft-drink factory in Montana. Leinenkugel had to buy it because no U.S. manufacturer builds beer-making equipment any more suited to his scale.

Then there is the problem with returnable bottles, which is especially important since they are used in 45

percent of the company's sales. The quantities ordered from Jefferson Street are so small that Leinenkugel has to wait until a bigger customer puts in an order with a bottle manufacturer and then tack its request on the end. "Otherwise they wouldn't deal with us," Buhrow says.

Advertising? The big breweries spend more on a single network television program than Bill Leinenkugel budgets for TV ads for an entire year. His advertising amounts to \$1.40 per barrel, or \$15,000 a year, which is "just about enough to cover some calendars, some trays, some other trinkets, and a lot of ball games on local TV," he says.

Leinenkugel recalls two occasions when an official of a nearby television station called to say that one of the "big guys" was taking over advertising of a major league baseball game that he had been promised.

"I said 'I'll take 'em to court,' but he said 'go ahead, it doesn't matter,'" Leinenkugel said, "and he was right. What could I do about it?"

Since the 1978 publicity, Leinenkugel has been swamped with requests from distributors as far away as Texas and California who want to get his beer. But traditionally, 70 percent of Leinenkugel's had been sold in the Chippewa Falls environs. Only when a grapevine of visitors spread the word about his beer did he expand his market to a 300-mile radius. That is as far as it will go.

"Look, within that radius I can control my product. I know every one of my 52 distributors. What are we but our reputation? I want to keep that reputation and the further away I go, the less likely it will be that I can," Leinenkugel says.

Yes, Your Vote Counted!

By Bud Sucher #3247

Many collectors are concerned that their vote for Can/Collector of the Year may not be counted since they wrote it out on paper or made copies, not wanting to tear out a page from their *News Report*.

Be assured that your vote was counted! We will make every effort next year to make sure that you won't have to tear the ballot out of the *News Report*. Thanks to every member who took the time to vote.

Can Lids — They're Tops for Creativity!

By J.D. Kerr #538

Did you ever stop to think as you look at row on row of beer cans that there is also a top and bottom as well as the face? Let's explore the seldom seen flat top. The first to be defaced by opener, the first to meet eye level as you drink, the first to rust, and alas the last seen and ignored in the collection. True, most by far are just plain silver or gold color: but have you looked lately — or is the dust too thick?

1. Instruction — One of the very first Pabst tops around the edge stated "Strong Beer." The center, "To open use quick and easy opener." "See illustration." This can in my collection has a slash across the top made by a meat cleaver. Then came the subtle triangle made of small dash lines, one side at first because of the big openers then 2 sides as the punch hole became smaller. Now for the next 25 years we all knew how to do it. Then all of a sudden aluminum tops and we have to learn all over — easy open, dash line triangles, precise instruction. You think this is tough? Wait until Tab tops.

2. Color — Plain ol' silver metal color is good enough for anyone, until someone said gold was really classy. Noteable among the early gold rush was Genesee 12 team ale, Ballantine, Gobels, and many color coordinated cans. Budweiser found gold early and never lost the touch. Wood grain sides had appeal so why not the tops?



Schaefer loved the idea, no one else did, who wants to put beer lips on plywood? Now, let's paint the tops, aluminum as in Chicago Gips Amberlin, white as in many California Acme. Yes, hide the tax stamp or symbol of another beer can we are using or the alcohol content if it is wrong. Look further on these, a goodie may be painted over.

3. Regulations — The most common imprint on the top of the can. "Does not contain more than 3.2% of alcohol by weight." This varies in wording and % at the whim of federal, state, county or local perogitive. Then the ever



present tax stamp. Pain in advance of course, by state or if ink is scarce just put the name of the state across the top and everyone is supposed to know what applies in Florida and Oklahoma. Now if tax is not enough, we have to worry about deposits in varying amounts.

4. Adjectives — These will really put you in the buying mood. In order of the common to rare "Strong" leads the pack followed by "Premium" the Genuine. New, Stout, Pilsner, Bock,

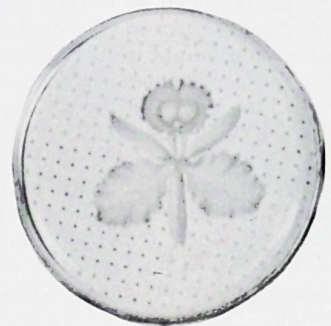


Draft, many many more, and Frost Finished. I'll take a "the all new" anytime, and if I don't got it, get it. Canadian Ace really went for printed tops early, the premium single face had an extra strong on the top, the extra pale top started the new extra strong and the plain face sported a top saying "This is premium beer." Alas in advertising it is the adjectives that sell. MOST ADJECTIVES LIED!

5. Slogans — Atlas Prager came through very early with "Its tops for taste." Terrific on the lid of a can, right? Later the more popular "Got it, Get it." Tops proved a fertile area for slogans just to mention a few. Trommers "Always a red letter day when you drink it." As a bonus, the letter T provided the instruction for the punch top opener. Fisher, "Refreshing as a Rocky Mountain Spring." Stag, "Sugar Free as a beer can be." MOST SLOGANS LIED!

6. Names and Trademarks — The secret here is to become so popular that from the top if you see a shield, it is Falstaff, a Blue Ribbon it is Pabst, a funny Rooster it is Gobels, a big R it is Rainier, a BOCK it can be any brand that tastes bad, if a goat it may be better. Many breweries simply put the brand name on the top for identification, many times on a random basis. The reindeer for the eskimos was a great idea by Rainier.

7. Objects — An orchid to please the ladies. Fabulous idea for now, should



be re-issued. Storz-ette you were before your time. The Indian girl of Leinenkugels should have appealed to the ladies also. This is an area that needs exploring. How about the mountains for Busch? We need baseball players and playboy bunnies to add zest to the lids.

8. Ingredients — The only can to my knowledge with lid ingredients is from England possibly because these blokes like something else in the beer. Maybe Ginger beer shandy is better than Lemon Lime Hopengator — Who knows, Who cares!!!

In closing, I must admit that one of my favorite lids is the Schoenling. Where on one top will you ever again find the tax stamp, name of beer, slogan, and alcohol more than 3.2% and not more than 7% by weight?



Brand changes

By Jim McCoy #136
Photos by Lew Cady #98

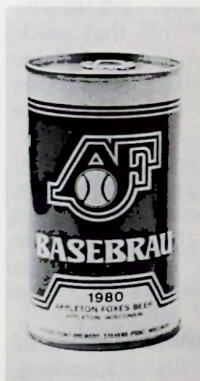
Forty-nine, count 'em, 49 cans shown in this issue's column! If you are lucky enough to receive this issue prior to heading off to Hershey, this will serve as a handy checklist for tracking down the newest cans. For those of you not attending this year's Convention, you now have some idea of what you missed. As in the past, I'm sure a number of new cans will make their initial appearance at the Convention and I'll fill you in on these in the November-December issue.

CORRECTION: Jack Kerr (10964) dropped me a note pointing out credit for the Birell shown in the May-June issue should be given to Ortlieb Brewing, not Christian Schmidt. Apologies for having made that mistake, Joe.

A mighty big thanks to all of the following who helped make this the largest issue since the September-October issue last year: Jim Mehl (2879), Oscar Mehl (2573), Gordy Durocher (13307), Charlie Craibe (7082), Cleo Moore (17146), Chuck Nekvasil (525), Walt Wimer, Jr. (13267), Leigh Aschbrenner (1192), Jack Kerr (10964), Carl Roehr (19706), Jay Herbein (353), John Betts (16206), Al Kilburn (16207), Roger (1583) & Marge (7583) Kirkpatrick.

BALLANTINE ALE (Falstaff) is reported to have a new color similar to their old can, but enamel-type paint rather than metallic.

1. **BASEBRAU APPLETON FOXES BEER** (Stevens Point), mentioned in the May-June issue, shown this issue. (SPT 16)



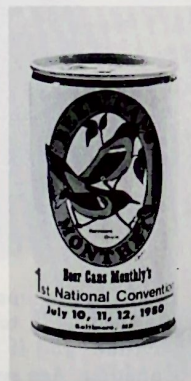
1 (SPT 16)



2 (WLW 45)



3 (WLW 46)



(back)



4 (WLW 47)



(back)



5 (SL 85)



6 (PRL 62)



7 (HMN 104)



8 (CRN 30)



9 (CRN 31)



10 (CRN 32)

2. **BEAN & BACON DAYS PREMIUM BEER** (Walter) has a newly designed can for 1980, number three in a reported series of six. (WLW 45)

3. **BILOW PREMIUM BEER** (Walter) issued this commemorative can promoting *Beer Can Monthly's* 1st National Convention held in Baltimore, MD. (WLW 46)

4. **BILOW PREMIUM BEER** (Walter) issued this can saluting *The Great American Beer Book*. (WLW 47)

5. **BLACKHAWK BEER** (August Schell) commemorates the 1980 centennial of Lake View, Iowa. (SL 85)

BRAUMEISTER SPECIAL PILSENER BEER (G. Heileman) is reported to be out in an aluminum can.

6. **BROWN DERBY LAGER BEER** (Pearl) is now on the market by this brewery. (PRL 62)

BUFFALO PREMIUM LAGER BEER (Pearl) is reported to be on the market by this brewery.

7. **CARLING BLACK LABEL BEER** (G. Heileman) is now on the market by this brewery. (HMN 104)

8. **COLT 45 MALT LIQUOR** (Carling National) is in an aluminum can without the word **STOUT**. (CRN 30)

9. **COLT 45 STOUT MALT LIQUOR** (Carling National) features the tag line, **BY NATIONAL** around the bottom of their 16 ounce can, the last can issued by this brewery prior to their merger with G. Heileman. (CRN 31)

10. **COLT 45 STOUT MALT LIQUOR** (Carling National) has deleted the tag line, **BY NATIONAL** now that they are a subsidiary of G. Heileman. (CRN 32)

11. **DENVER, IA. BEER** (August Schell) is another commemorative can, this one saluting the 125th anniversary of Denver, Iowa. (SL 86)

ERLANGER BEER (Jos, Schlitz) is reported to be available in test cans.

FALSTAFF BEER (Falstaff) is reportedly undergoing a major design change.

FALSTAFF LIGHT BEER (Falstaff) is reportedly under consideration.

12. **FISCHER'S LIGHT BEER** (Fischer) is now on the market. (FSH 7)

13. **GARDEN STATE BILOW PREMIUM BEER** (Walter) issued this can saluting BCCA's Jersey Shore Chapter and their 4th Annual East Coast Beer Can Swap. This can was designed by Bob Hunt, #8571. (WLW 48)

14. **GARRISON JUBILEE BEER** (August Schell) commemorates the 75th anniversary of Garrison, North Dakota. (SL 87)

15. **GATEWAY CLIPPER FLEET PREMIUM BEER** (Pittsburgh) was brewed specially for the Gateway Clipper Fleet. (PIT 161)

16. **HAMM'S SPECIAL LIGHT BEER** (Olympia), mentioned last issue, shown this issue. (OLY 23)

17. **HERITAGEFEST BEER** (August Schell) salutes Heritagefest held July 17-20, in New Ulm, Minnesota. (SL 88)

18. **IRON CITY LIGHT BEER** (Pittsburgh) is now out in a crimped steel can (PIT 162)

19. **KING TURKEY BEER** (August Schell) has redesigned their can for 1980. (SL 89)

20. **LEINENKUGEL'S BEER** (Jacob Leinenkugel) is now out in a white crimped steel can. (LNK 25)

21. **LIGHT BEER** (Falstaff) features the slogan, "DEVELOPED TO CREATE A RIGHT VALUE." Also reported to be available in full calorie BEER. (FA 66)

22. **LISBON CENTENNIAL BEER** (August Schell) commemorates the centennial of Lisbon, North Dakota. (SL 90)

23. **LUCKY BOCK BEER** (General) has added the UPC to their aluminum can. Also, the color used for LUCKY is metallic green. (GEN 83)

24. **MAVERICK BEER** (August Schell) celebrates *Beer Can Monthly's* First National Convention in Baltimore, Maryland. (SL 91)

25. **MICHELOB BEER** (Anheuser-Busch) has altered the wording on the side of their can to include the ingredients. (AB 66)

26. **MICHELOB BEER** (Anheuser-Busch) is now out in a double-necked aluminum can. There is reported to be a variation of this can with different wording on the side. (AB 67)

27. **NARRAGANSETT BEER** (Narragansett) salutes the 12 meter yachts used in the 1980 America's Cup races. A

"mistake" variation of this can also exists. On some cans the phrase, "PLEASE DON'T LITTER . . . NARRAGANSETT THANKS YOU" has the letter T missing in NARRAGANSETT. (NRT 18)

28. **NATIONAL BOHEMIAN BEER** (G. Heileman) has been completely redesigned and is now on the market by this brewery (HMN 105)

29. **N H LIMITED BEER** (Jos. S. Pickett & Sons) commemorates the 125th anniversary (quasiquicentennial) of New Hampton, Iowa. (PKT 5)

30. **OLD MILWAUKEE BEER** (Jos. Schlitz) is out in a 12¼ ounce can for the New Mexico market. (SZ 56)

OLD MILWAUKEE BEER (Jos. Schlitz) is now being exported to Taiwan as a result of an agreement between Schlitz and the Taiwan Tobacco & Wine Monopoly Bureau. There are three variations of this can:



11 (SL 86)



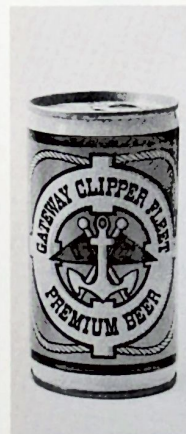
12 (FSH 7)



13 (WLW 48)



14 (SL 87)



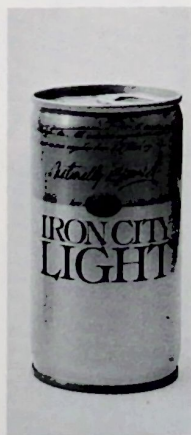
15 (PIT 161)



16 (OLY 23)



17 (SL 88)



18 (PIT 162)



19 (SL 89)



20 (LNK 25)



21 (FA 66)



22 (SL 90)

31. Can lists 6 brewery locations with Chinese lettering embossed on can lid. (SZ 57)

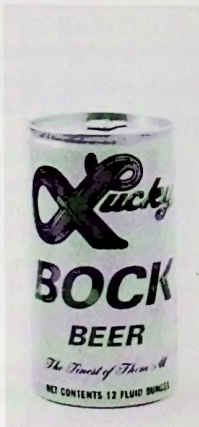
32. Can lists 6 brewery locations with Chinese lettering printed on can lid. (SZ 58)

A third variation lists 7 brewery locations (includes the closed Syracuse plant) with Chinese lettering printed on can lid.

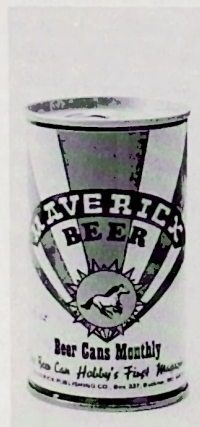
33. ORTLIEB'S FINE LAGER BEER (Henry F. Ortlieb) redesigned their can by eliminating the gold color and replacing it with the familiar white background. (ORT 37)

34. ORTLIEB'S FINE LAGER BEER (Henry F. Ortlieb) also redesigned their 16 ounce can. (ORT 38)

35. PEARL FINE LAGER BEER (Pearl) has added the UPC to their 12 ounce can. They've also added (355 ml) to their contents information. (PRL 63)



23 (GEN 83)



24 (SL 91)



(back)



25 (AB 66)



(side)



26 (AB 67)



27 (NRT 18)



28 (HMN 105)



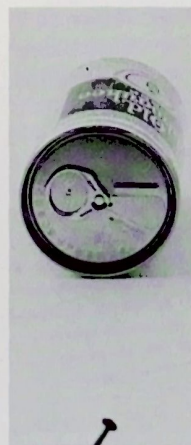
29 (PKT 5)



30 (SZ 56)



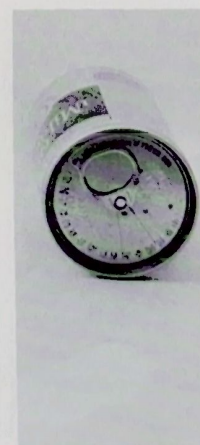
31 (SZ 57)



(lid)



32 (SZ 58)



(lid)



33 (ORT 37)

36. PEARL FINE LAGER BEER (Pearl) has a one pint version of their tan can (PRL 64)

37. PEARL LIGHT LAGER BEER (Pearl) has a variation of their 68 calorie can (the one in red lettering). The contents information is shown as (0.355 LITER) rather than (355 ml) and the can has no UPC marking. (PRL 65)

38. PEARL LIGHT LAGER BEER (Pearl) is available in a one pint can with 89 calories. (PRL 66)

39. ROLLING MEADOWS ANNIVERSARY BEER (Jacob Leinenkugel) commemorates the 25th anniversary of Rolling Meadows, Illinois. (LNK 26)

ROLLING ROCK PREMIUM BEER (Latrobe) is available in a double-necked aluminum cans, both 12 and 16 ounce sizes.

40. SAWDUST CITY DAYS BEER (Walter) for 1980 is now in a two-tone brown can. The drawing on the back of the can has been changed showing logs being loaded on a skidway using horses and "go devil." (WLW 49)

SHINER PREMIUM BEER (Spoetzl) is reported to be available in aluminum cans.

41. SCHLITZ BEER (Joe Schlitz) has a gold version of their ¾ quart "Tall Boy" can. (SZ 59)

42. SERVICO LIGHT BEER (Pittsburgh) is a 96 calorie private label brand. (PIT 163)

43. SLIM PRICE BEER (Pearl) is on the market in an aluminum can. (PRL 67)

44. SLIM PRICE LIGHT BEER (Pearl) is also available for those counting calories. (PRL 68)

45. STEINBRAU PALE DRY LAGER BEER (Falstaff) is now on the market by this brewery. (FA 67)

STEINBRAU LIGHT BEER (Pearl) is reported to be on the market by this brewery.

46. TUBORG GOLD EXPORT QUALITY BEER (Car-

ling National), mentioned last issue, shown this issue. (CRN 33)

TUBORG GOLD EXPORT QUALITY BEER (G. Heileman) is reported to be on the market having dropped the letter from the Tuborg President.

47. **TURTLE BEER** (August Schell) commemorates the 75th anniversary of Turtle Lake, North Dakota. (SL 92)

48. **WALTER'S LIGHT ALE** (Walter) has dropped the word EXTRA from their can (WLW 50)

49. **ZING NEAR BEER** (G. Heileman) has added a line of information to their can showing the location of the corporate to be in La Crosse, Wisconsin. (HMN 105)

Late additions:

BENEFIT BEER (Walter), produced in behalf of the

Association For Retarded Citizens, Washington County, Wisconsin, commemorates the 25th annual Lithia baseball game — an annual game to produce funds for programs that help mentally retarded children.

BIG E WESTERN PREMIUM BEER (General) is to be test-marketed in Oregon for future distribution to eight western states. It is unknown at this time if this brew is to be canned or bottled.

GLUCKLICHES BACHGEBRAU BEER (Jos. S. Pickett & Sons) commemorates the centennial of Gladbrook, Iowa.

HEIDELBURG BEER (Carling National) is now on the market by this brewery, a subsidiary of G. Heileman.

Continued on page 21



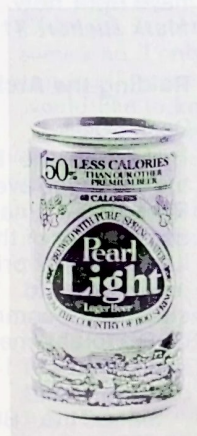
34 (ORT 38)



35 (PRL 63)



36 (PRL 64)



37 (PRL 65)



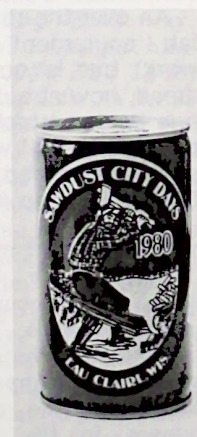
(side)



38 (PRL 66)



39 (LNK 26)



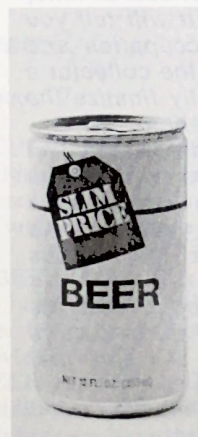
40 (WLW 49)



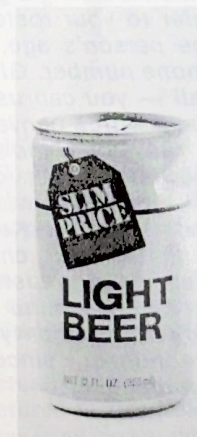
41 (SZ 59)



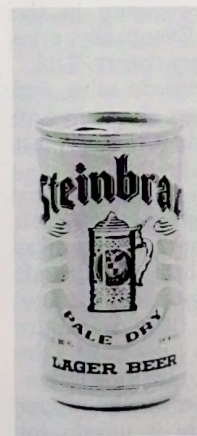
42 (PIT 163)



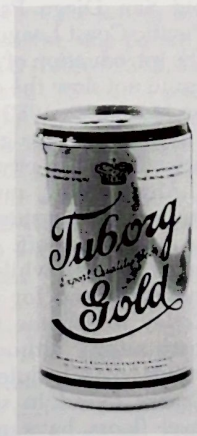
43 (PRL 67)



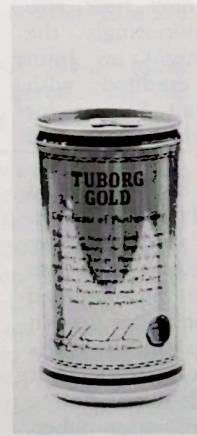
44 (PRL 68)



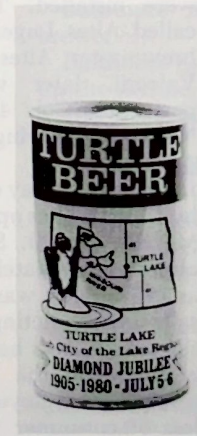
45 (FA 67)



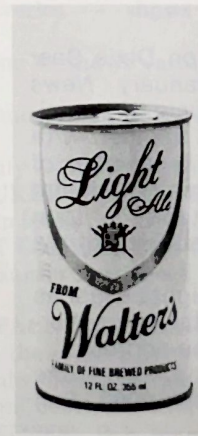
46 (CRN 33)



(back)



47 (SL 92)



48 (WLW 50)



49 (HMN 106)

Letters

Trading By Mail

Dear BCCA:

Could you please run an article in the *News Report* on how to trade by mail? Many new collectors, such as myself, are not familiar with the process. For me, it would be many letters back and forth, not really knowing if the can you want has already been traded.

Could you suggest a simpler way to trade by mail? I am sure all the new collectors who have joined will also be interested.

John Richburg #21459

Board member Bud Sucher #3247 has volunteered this response:

"In most cases, a post card back and forth will do. Tell the collector what you are interested in that he has, and state what you have in return. If you do not hear back from him, you can be sure he is not interested in what you have to trade."

"If you have a trade in the making which is taking a great deal of time, refer to your roster. It will tell you the person's age, occupation and phone number. Give the collector a call — you can usually finalize the trade with a conversation."

"Beware of the trader who has all the hard-to-get cans which you need, and he wants you to send your cans first. Keep your Want Ad Bulletins and check the various 'Fair Warning Lists'."

"Keep in mind though that the very high majority of all collectors are honest, sincere — and just good people!"

Equal Time for Lone Star

Dear BCCA:

I saw your article on Dixie Beer souvenirs in the January *News Report*. Being a graduate of Louisiana State and very familiar with Dixie Beer but being a resident of Texas and being equally familiar with Lone Star, I took it upon myself to supply the address of the Lone Star gift shop.

I thought readers might be just as interested in Lone Star beeraphernalia, Texas Style! The address:

Lone Star Gift Shop, c/o Lone Star Brewery, P.O. Box 2060, San Antonio, TX 78297.

Cheryl Fasullo #19285

We'll Drink to That!

Dear BCCA:

Congratulations for 10 years of keeping a great club like this going. Since I joined BCCA almost two years ago, my collection has doubled four times, and it has multiplied by 20. If it weren't for the club, I wouldn't have as many cans as I have right now. Thanks a lot.

Mark Richert #17769

Raiding the Archives

Dear BCCA:

I joined the BCCA in 1976 and have enjoyed every facet of it since. Recently, I finally ordered all the back issues of the *News Report* that I had missed prior to my joining. I just want to take the time to sincerely recommend a similar purchase to any member who does not have them all. I truly enjoyed each and every one.

Since the BCCA was already 12,000 strong at my joining, I really gained an insight into the way it developed and the way it is today. Each issue contained many things which I did not know about our hobby. If one other member purchases them and enjoys them just half as much as I did, it will be well worthwhile!

Rick Garner #12218

Aztec Brewery . . .

Continued from page 5

were installed. The new beer was called Altes Lager. Interestingly, the brewmaster Altes brought in, John Valconi, later was credited with perfecting Colt 45 Malt Liquor for National Brewing (which acquired Altes).

After a two day open house attended by 15,000, Altes opened for business on March 1, 1949. Sales started to sag almost immediately, although as late as 1952 Colby was claiming increased sales and predicting even better ones in the future. It is hard to pin down the reasons for the sales decline, but several ex-employees felt it was due to loss of consumer identification when the brand was changed from ABC to

Let the Members Decide

Dear BCCA:

I would like to make a plea for a return of the voting for Can of the Year to the general membership. Even though I am a member of one of our chapters and can have a say in the can nominations, I would like to see the change.

Using the *News Report* for a ballot listing all domestic cans of any size shown in the preceding year's brand change column of the *News Report* would be an equitable way of performing the task.

C.W. Craibe #7082

Automatic Agitation, Part 2

Dear BCCA:

In reference to Thomas Kriehn's letter in the May-June *News Report* on the agitation of the acid cleaning solution with a magnetic stir bar, there is one major problem here — the stir bar will stick to the cans.

An over-the-top mixer made by a lab equipment company would work, but is quite expensive. Instead, how about an old mixer with one beater attached, or better yet, an electric drill with a paint mixing spatula attached.

Debbie Schopp #9303

Altes, and of course to the influx of national brands. The company tried hard to stem the sales losses with an advertising campaign, billing Altes Lager as "the only Eastern beer brewed in the West." They also sponsored the radio broadcast of the old San Diego Padres games in the Pacific Coast League. Eventually, even the introduction of a new beer, "7-11," could not slow the decline in sales, and on March 19, 1953 Altes closed its San Diego branch for good. It was the last brewery in the city.

After closing, much of the brewery equipment was shipped back to Detroit or auctioned off. The building was used for a while by an aircraft manufacturer for inventory storage. Today it is home to, fittingly, a tire distributor, although part of the building is scheduled to be torn down. Cracks found in some of the upper level floors have made it unsafe for continued occupation.

Did you know?

by LeRoy Blake #17899

Well, I survived the Ohio Mini-convention! That in itself was a feat for me. I overheard some nice comments about this column. I was very pleased, and could hardly get my straw hat to fit my head. I did get to see some old friends and returned with some nice cans. Any can is "nice," if I need it.

I've had a few responses to my offer to research cans. If you haven't heard from me, don't worry. I haven't forgot you, I'm working on 'em. I want to personally thank Jim Mehl #2879 for a super list of info he sent me . . . thanks Jim. Also received a copy of the CAPITOL CITY CHAPTER's Newsletter, chocked full of interesting things. So I thank Art Macheski #17711 for that one. That's enough of that . . . let's get to the cans.

BUDWEISER — "Eagle Claw" (BCU 51-32, sim Bible #370) Alfred Grill #4665 has a variation that even Anheuser-Busch isn't sure of. On this can where the patent numbers are, his simply says "Patent Pending."

GENESEE ALE (Bible #1001, BCU 71-24) Warren Johnsen #9661 has a can that has silver around the logo as Bible #1001. The word Ale is in white block letters. And the slogan "Famous 12 Horse Ale" is in two lines. The Bible & BCU show black around the logo and the slogan as one line.

GENESEE LIEBOTSCHANER (Bible #1007, BCU 71-31) Art Macheski #17711 has two variations of this fine flat. #1 is gold, black, & bright metallic blue with silver outlining around the word Genesee & between the blue rings. #2 is gold, black & bluish purple enamel with gold outlining Genesee & rings. By the way, Art lives in Virginia, not Arizona. Some of us thought him lost for awhile.

GOEBLE (Bible #3035, BCU 73-28) Robbie Sabo #21137 has spotted another variation in the 355ml area. On can #1 the contents are listed as 355 ml. Can #2 is 355 mL. The large 'L' is in script. A small change but, very noticeable.

LONE STAR LIGHT (current, recent?) Doug Demsko #12591 found two variations. #1 says "Lone Star Light is brewed from choice ingredients — A fine pilsener with only 96 calories and superior beer flavor," in a band around the top. And "96 Calories" in a circle below and left of the shield. #2 says "Lone Star Light is a fine pilsener beer with 96 calories — 1/3 fewer than our regular beer" in the band. And the circle contains "Premium Quality."

MILLER HIGH LIFE (Bible #1845, BCU 95-9) Joe Formanek #21886. Can #1 is same as Bible #1845. Can #2 has the word Miller on the front much smaller. The contents is inside the green band above the word Miller. Can #3 is the same as #1 & #2, except the words Miller & High Life are gold instead of red on the side panel.

RAINIER JUBILEE (Bible #2342, sim BCU 108-27) Mark Richert #17769 has a 15 oz. version, green with the snowflake design. But, instead of saying "More life . . . naturally" above the mountain. His says "_____ the light touch." The blank being rusted away. If any one knows more about this can, please contact him.

WISCONSIN PREMIUM (Bible #3008, BCU 127-26) and **ALTES** (BCU 37-4) Dan Tomlanovich #20778 has found some interesting items. Under the paint on the Wisconsin Premiums he found a pop label (Mission UP lemon lime). Under an Altes crown-tainer he spotted an Ebling label. Very good, Dan, this is an area that always interested me.

YUENGLING (Bible #3024, BCU 128-11, YU-2) Bob Thomas #20489 has different versions of the slogan found around the bottom of this can. #1 "Simply because we have always brewed a better tasting beer." #2 "Brewed with

sparkling mountain water from our private springs."

And now one from my shelves . . .

OLD GOLD (Bible #2046, BCU 100-27) This old flat has enough steel in it to make two doors and a bumper for a VW Rabbit. Hmmmm . . . Back to the variation. Can #1 has the brewery info in small brown letters on a gold metallic side panel, along with other info. On can #2 the brewery info has been blocked out with brown paint. In this brown square the brewery info was painted in larger white letters. The brewery is the same for both cans (Manhattan of Chicago). It seems to me the brown square is a cover up of some kind. I only have one can with this, so I'm not going to rub it off to see what's underneath. If anyone has, I sure would like to know.

There are one or two repeats this issue, also a couple of "common" varieties. I considered the entries for all of the BCCA members. Keep 'em coming. It gives me something to do between working on my "can room," and staying one step ahead of bankruptcy. Maybe by this fall, I can be able to invite you all over for a cool one. And show off my cans. If you come now, all you can see is my fine collection of cardboard boxes.

WITH THE NEW CROP ON,

I HOPE YOU CAN SOME.

LeRoy Blake

P.O. Box 26

Little Hocking, OH 45742

Brand Changes . . .

Continued from page 19

HORSESHOE CURVE BEER (Reliable) is a private label brand brewed by Pittsburgh Brewing Co. The front of the can shows the Horseshoe Curve and the back shows the Altoona Brewery where Horseshoe Curve Beer was first brewed in 1936.

LUCKY LITE BEER (Falstaff) is now on the market by this brewery. This brew comes in at 96 calories rather than the 68 calories when it was brewed by Pearl. Other wording changes are also evident.

MAVERICK BEER (August Schell) actually came out as a five can set. In addition to the one pictured in this issue's column, the remaining cans have the same front design with different back designs.

Baltimore Breweries — shows Globe and National breweries.

Baltimore Skyline — shows various buildings that make up the skyline.

Historical Baltimore — shows Fort McHenry and Flag House.

Monumental City — shows various monuments.

OLD MILWAUKEE LIGHT BEER (Jos. Schlitz) has a nicely designed can for its new light (?) brew — 120 calories.

PEARL LIGHT LAGER BEER (Pearl) has issued a can with the 1980 Arkansas Razorback football schedule listed on the back.

STEINBRAU PALE DRY LAGER BEER (Pearl) is reported to be on the market by this brewery.

Additional thanks should be extended to these contributors of information: Scott Cornelia (20615), Lonnie Smith (99), Ed Gentry (14786), Bob Jennings (6763), Bill Vasko (833).

Down in the dumps

By Pete Johnson #15082

Our new editor, Larry Freeze, has graciously allowed me to begin work on a new column for the *News Report*. The title of my column is indicative of its content. I plan to write about dumping for cans and any information you can supply me about finding, carrying, trading, cleaning, preserving, or anything else regarding those cylindrical beverage containers.

I will probably be the youngest regular contributor ever to the *News Report*. I am still only 17 years old, but I hope to do a responsible job and write an interesting column in each bi-monthly report.

I always believed that the best way to add to your collection was to go out and find cans for yourself! For some reason, I have always been fascinated by older beer cans in whatever condition I could find them. The rust found on many of my cans just seems to add to their charm and usefulness.

For me, there is no comparison between an old rusty, somewhat faded Paul Bunyan flat top and a complete set of brand new, air-sealed, limited edition Andy's or Garbonzo's Beer. I will take the flat top every time. If you feel the same way about your collection, this column is for you. You are the real beer can collector.

I have decided to simply "get my feet wet" with this

introductory column and bypass any actual hints or stories. If you wish to write me with an interesting anecdote, hint, "hot tip," or whatever, please do so, for this column is for everyone.

I have one idea for a future news feature: I would like to make a composite list of every set of cans ever made (yes, I will include that new Dodge City, Kansas, or "Annie Oakley" set that just came out — but I am more interested in the older, obsolete sets).

I have always been interested in sets of cans and in completing a certain set rather than just obtaining any cans I could get my hands on. I already have most of the newer, more common sets, but I would love any information you can send me on sets like Drewerys character series, Red Top colors, etc. How about it? Any help would be much appreciated.

I have recently moved from the El Paso, TX area (the worst place for dumping I know of) to the Hartford, CT area. Any collectors who would like to stop by and say hello, I am home most of the time and I would love to see you. My new address is:

Pete Johnson #15082
419 West Street
Hebron, CT 06248

Want Ads — Use Them, But Don't Abuse Them

By Dick Adamowicz #344

Too many people today use the want ads in a wrong manner — they think it is a good way to get lots of mail, not intending to fulfill their obligation to answer any of the mail they get. This is not only abusing the want ads, but it is rude and not a way to win new friends.

Some will say they got too much mail and could not possibly answer it all. I rather question this. If a person takes the time to answer your ad and make you a fair offer, it is common courtesy to answer that person who took the time to write up a list and send it to you.

On some occasions a person may write, saying there is no need to answer unless you want to trade. Or if you feel the person writing you is making an insulting offer — I've seen this happen — then it would not be necessary to answer. Otherwise, at least a postcard thanking the person should be sent.

To avoid getting unwanted offers, you should study your ad before submitting it. If you are an advanced collector and are interested in only the rare-type cans and wish to avoid common lists, state this in your ad.

It would help if you listed a couple of the cans you are looking for, such as, "Have gr2 dumpers (bible #) Eureka 825, Grenay 1166, Old Gold 2046, and more, want cans like Malt Marrow 1693, Nu Globe 1955, Ox

Cart 2143. No Nationals or common cans wanted.

This will give the person reading your ad an idea of what you are looking for. It will save everyone a lot of time and stamps. If you have room in your ad, it will be helpful to state which guide books you have.

You also hear a lot of people say they never get any answers from their want ads. This could be due to how they made out their ad. First, if you use "SASE" in your ad, you are a loser already. You are the one asking for help to make a trade, yet you are not willing to share the expense of a 15 cent postage stamp with those willing to trade with you. Why would anyone want to waste their time writing anyone like that?

Another thing I see a lot that turns me off is an ad that has cans for trade listed like this: "bible #1628, 1640, 729, 1843 . . . etc." Who wants to leaf through the book like that. List your cans in rotation so they are easier to find. The easier your ad is to follow, the more attractive it will be to the reader.

Many ads will not state if your cans are mint or dumpers. This will lose you a few responses also. State if mint or dumpers, with the grade the cans are in. Also, a lot of people will not use any guide numbers, just brand names. Always use a guide number, since a brand name could mean one of any number of different cans. Most widely used books are the Bible and BCU.

I hope this will help some of you out when using the want ads, and bring you more favorable results.

Chapter brewings

By Jim McCoy #136

A collection of this 'n that taken from recent issues of the BCCA chapter publications and newsletters. Contributions are welcome and can be accomplished by sending your chapter's mailings to Jim McCoy #136.

DON'T TRY THIS WITH IRON CITY, HOWEVER!

On the news the other day, a man traveling in Washington state said he ran out of water in his windshield washers trying to keep the volcanic ash off his windshield, so filled the washers with Coors beer. Worked well.

A-1 Can-O-Gram

BEST WISHES FOR A SPEEDY RECOVERY, BERT!

Our good friend and member, Bert Plew, recently underwent surgery. The only thing they could find was four tab tops, three bottle caps and a church key — and, oh yes, that he had a big heart, and a Tap Key for a stomach. We all wish him a complete recovery.

Three Rivers News

IT'S A WONDER THAT JACK CAN FIND HIS PLACE!

In July, our meeting will be held at the home of Jack T. Kellogg, on Pontiac Ave. To get to Jack's if you are from out of town, take US-131 to M43 east, your first M43 exit, and turn right, go to your first light, and turn left, go to the next light, turn right, and go to Seminole Street, approximately one mile, turn right, go one block, turn left, and look for the last house on the right. When you get there, you will notice that Jack drinks, as evidenced by the dead Huber's in the breezeway.

Patrick Henry Orator

SOUNDS LIKE THE OFFICIAL BEER OF OUR CONVENTIONS!

Larry Cline drinks a beer called "Old Card Table." A couple of cans and his legs fold up under him.

Queen City Newsletter

HEE-HAW!

No, Lulu, Minnie Pearl is not a small beer.

Queen City Newsletter

NEED A FILLER FOR YOUR CHAPTER NEWSLETTER?

This is just a small space much like the one on page 2 of the last issue of the suds. It could be used to remind you of the next trade session. It could also be used to solicit your ideas to your paper. It could not be used for listing the entire set of Rainier cans. Basically, it's being used as filler space.

Sangamon Valley Suds

GENERICIS ARE BIG BUSINESS\$!

Although not a "small" brewery, it is certainly not one of the giants. Falstaff has been having the same life and death struggles with the big three the past few years. Now with the advent of double digit inflation and generic beer, this once nearly-closed brewery is operating at nearly capacity. After all, who in their right mind is going to pay five bucks for a twelve pack when you can get a whole case of no name for the same price? Take that, Boog Powell!

Cornhusker Chatter

LOOKING FOR VARIATIONS TO ADD TO YOUR COLLECTION? TRY DUMPING!

As in every hunt, some very interesting cans came to light. A lot of new variations of cans are found this way that never

would be discovered if it weren't for the dump hunters. I wonder if the mint collectors really know what they are missing!

Big Beer Brotherhood Rustic News

RESULTS OF BEER TASTING

Quote of the day goes to Bill Hulse, after sampling what turned out to be the low-rated SGA: "What can company put this out?"

Knickerbocker Knick Knews

SOME PEOPLE EXAMINE THE TRADER RATHER THAN THE TRADERS!

Have you ever noticed that you can't trade with some guys, no matter what? And your neighbor, whose cans are very similar to yours, has no trouble making trades every session with the nemesis. There just isn't any justice.

Goebel Guzzler

THE BRAILLE METHOD OF GRADING?

There are those who believe that Don grades his cans by sense of touch. As in "This feels like a grade 2."

Goebel Guzzler

OVERHEARD AT THE TRADE SESSION:

"Yeah, I found this grade 4 'Andy's' in a dump and since it is never found in anything but mint, I will have to have at least five for 1 for it."

Patrick Henry Orator

CAN ANYONE GIVE SHORTY A BOOST?

Nine Coal Cracker members attended the Cape Cod mini-convention at the Rodeway Inn in Chicopee, Mass. We went out Friday evening and had some of the great New England hospitality. Only one complaint — that was by our Shorty Dunham. He said the urinals in the men's room were too high. Maybe he had one beer too many and was looking at the wash basin.

Coal Cracker Newsletter

GOOD TIP FOR THOSE WHO HAVE TO PURCHASE SET CANS IN CASE LOTS.

Finally, after a very long wait, the new series of the "American Brewers Historical Collection" cans by Pittsburgh Brewing are out. On the plus side, Pittsburgh Brewing should be congratulated in keeping the cost down without detracting from the quality of these special cans. The cost is about half of what the first set by Huber sold for during the Milwaukee Convention in September of 1978. On the minus side is the fact that the cans do not come in sets . . . you buy a case and take what you gets. Of course, this is one of the ways that Pittsburgh Brewing kept the cost down. One suggestion: if you have a lot more of some cans, bring them along to the June 15 trade session and trade them to someone who has plenty of the ones you are short of. That way you will be helping each other to have more full sets for trade and that's the whole idea of trading cans.

Olde Frothingnews

WHOSE LAW IS THIS?

And if you have a case or three of choice cans along with you, you can probably swing a great trade or two as well. We've observed that the trading invariably gets better as the keg gets emptier. We've also observed that the keg invariably gets emptier.

Garden State Newsletter

Continued on page 28

Beer Can Collectors of America®

747 MERUS COURT • FENTON, MO 63026

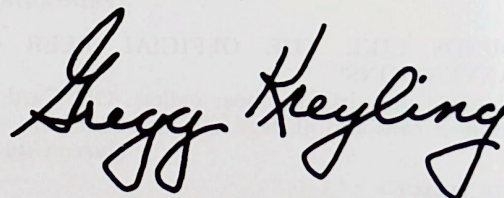
THE BEER CAN COLLECTORS OF AMERICA was founded in St. Louis, Missouri in April, 1970 by six beer can enthusiasts. We now have over 10,000 members in all fifty states and in seventeen foreign countries. There are no prerequisites for membership in the BCCA, only an interest in collecting beer cans. We have members in almost all walks of life and in every age group.

HERE ARE SOME OF THE BENEFITS OF BELONGING TO THE BCCA:

1. YOU RECEIVE a Composite List in the spring of 1980 showing all canned beer brands known to our members. You can use this as a check list against your own collection.
2. YOU RECEIVE a Roster containing the names & addresses of all fellow members. This is most helpful when trading by mail, phone or in person.
3. YOU RECEIVE your official Membership Card which is proof of membership for the year your dues are paid. This card entitles you to all the rights and privileges of a member of the BCCA.
4. YOU RECEIVE an official BCCA windshield decal, the BCCA embroidered emblem and a BCCA iron-on.
5. YOU RECEIVE our bi-monthly (6 issues per year) publication BEER CAN COLLECTORS NEWS REPORT, which contains new brand information and numerous articles of interest.
6. YOU RECEIVE a Membership Certificate suitable for framing, signed by the President and Secretary.
7. YOU HAVE THE RIGHT to attend our Annual CANvention. The News Report will contain details about the CANvention which is held yearly in September.
8. YOU RECEIVE a semi-quarterly (8 issues per year) Want Ad Bulletin containing many possible trades. (A small charge is applied for placing ads. A coupon for one (1) free ad will accompany each new membership.)

We welcome you to join this fast growing, fun loving, club so you may enjoy the fellowship and all the benefits of membership; however, please note, the BCCA is a trading club, and the buying and selling of cans amongst members is strongly discouraged.

IT'S MORE FUN AND EASIER TO TRADE FOR A CAN THAN TO BUY IT.



Gregg Kreyling
Secretary, BCCA

Applicants Please Read By-Laws on Reverse Before Filling Out This Application.

MEMBERSHIP APPLICATION

B.C.C.A. #

OFFICE USE

NAME (LAST, FIRST, MIDDLE INITIAL)

STREET ADDRESS

NAME OF SPOUSE

USA OR CANADIAN CITY	STATE	ZIP
----------------------	-------	-----

FOREIGN CITY, COUNTRY

CANADIAN PROVINCE
(TN) A/C TELEPHONE NUMBER

(OC) OCCUPATION

(BD) YEAR OF BIRTH

(CT) NO. OF CANS IN COLLECTION	(CC) FOR OFFICE USE
--------------------------------	---------------------

Enclose a check or money order **NO CASH PLEASE** for \$18.00 (23. for foreign members) to cover initiation fee of \$3.00 and annual member dues for the year 1980 in the Beer Can Collectors of America of \$15.00 (\$20.00 foreign members). \$3.00 of this amount is for a subscription to the Beer Can Collectors News Report for one year. Return this bill form with remittance. Members who join after October 1st will be paid for the balance of the present year plus all of the following year.

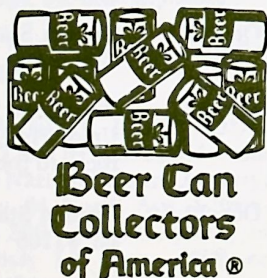
Please make check payable to BCCA and mail to: BCCA 747 Merus Ct., Fenton, MO 63026

SUPPLY CORNER

**CANVENTION IX
COMMEMORATIVE CAN**
The official can available only to those members who did not receive one at the national Convention. \$3.50 each. (Limit one per member.)

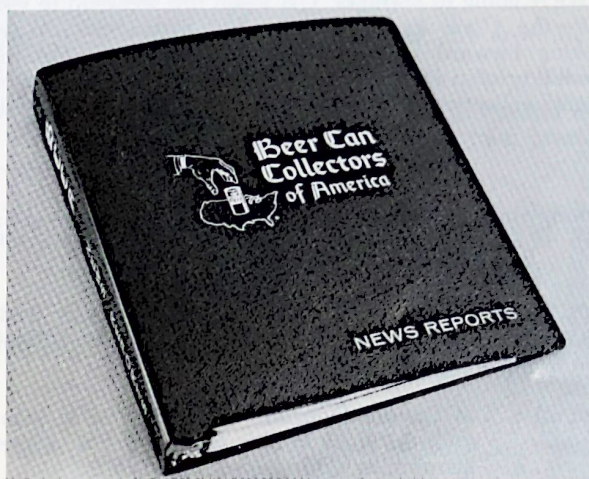


BCCA IRON—ON. Make your own T-Shirt on your favorite fabric and color with the official BCCA Iron-On. Design comes in black and red, 10"x10", for \$1.00 each, postpaid.



NEWS REPORT 3-RING BINDERS

A handy and convenient way to save your back copies of the BCCA News Report. These sturdy, bright red binders have the BCCA logo on the front, and the club's name down the spine. 2 binders for \$7.00, or 3 for \$10.00.



All prices include postage and handling.

Mail your check (no cash) to:

BEER CAN COLLECTORS OF AMERICA
Attn: Supplies Chairman
747 Merus Ct.
Fenton, Missouri 63026

Checks should be made out to BEER CAN COLLECTORS OF AMERICA.
Allow four weeks for delivery.

BACK ISSUES OF NEWS REPORT. All back issues are available to members. 1971, 1972, 1973 issues are 50¢ each. 1974 to present are \$1 each.

CIRCLE ISSUES WANTED

1971 — Mar, Jun, Sep, Dec
1972 — Mar, Jun, Sep, Dec
1973 — Jan, Mar, May, Jul, Sep, Nov
1974 — Jan, Mar, May, Jul, Sep, Nov
1975 — Jan, Mar, May, Jul, Sep, Nov
1976 — Jan, Mar, May, Jul, Sep, Nov
1977 — Jan, Mar, May, Jul, Sep, Nov
1978 — Jan, Mar, May, Jul, Sep, Nov
1979 — Jan, Mar, May, Jul, Sep, Nov
1980 — Jan, Mar, May, Jul

ORDER COMPLETE BACK ISSUES BY SETS IN BINDER

_____ Volume #1 — \$10.00
(1971, 1972, 1973, 1974)
_____ Volume #2 — \$10.00
(1975 and Jan, Mar, May 1976)
_____ Volume #3 — \$10.00
(Jul, Sep, Nov 1976 and 1977)
_____ Volume #4 — \$10.00
(1978 and Jan, Mar, May 1979)

NAME _____
STREET _____
CITY _____
STATE _____ ZIP _____
BCCA# _____ AMT. ENCLOSED \$ _____

ITEM	QUANTITY
BCCA Belt Buckle, \$3.50 ea.	_____
BCCA Iron-On, \$1.00 ea.	_____
Guide to U.S. Beer Cans, \$6.00 ea.	_____
The Beer Can, \$4.00 ea.	_____
Guide to U.S. Beer Cans & The Beer Can, \$9.00 for both	_____
Convention IX Can, \$3.50 ea. (Limit one per member)	_____
News Report 3-ring binders, 2 for \$7.00, 3 for \$10.00.	_____
Window Decals, 3 for \$1.00	_____
Embroidered Emblems, \$1.00 ea.	_____
Trading Cans I.D. Labels, \$2.00 per 100	_____
Bumper Stickers, 3 for \$2.00, 75¢ ea.	_____
BCCA Leather Key Ring, \$1.50	_____
BCCA Leather Can Holder, \$4.00	_____
Stationery Stickers, \$2.00 per 100	_____

Emporium

Don't have anything new & different to report on the Beer & Breweriana Museum. We did receive an offer for a donation from Ed Sadler, #1210, and it turns out that Ed and my dad were college classmates in South Carolina in the 40's. (Small World)

We're going to Marietta, OH again this weekend to visit with the Good Professor and Mrs. Kirkpatrick. We're looking forward to their hospitality and of course the possibility of trading a can or two. If you've never seen Roger's collection, it'd be well worth your time and trouble

to traverse to Marietta; it has to be the finest collection I've ever seen.

At long last, Wild, Wonderful West Virginia is finally getting a variety of beers. The newest one we've gotten is McSorley's Cream Ale, (bottles only). Being an ale fan, I was glad to finally get an ale to West Virginia, besides Little Kings.

Well, as you can probably tell, I don't have a lot to talk about, so I better get started. It's 98 degrees outside and it's only 11 AM. Too hot to gab.

- | | | | |
|------------|--|------------|--|
| Sept. 18 | Pony Express; Ellisville, MO, Daniel Boone Library, 7-9 PM; Ron Homer, #12311 | Oct. 12 | Golden State; Los Angeles, CA area; Larry Cummings, #10787 |
| Sept. 20 | Cape Cod; Pembroke, MA, Outdoor trade session; Ralph Collins, #14826 or Ralph Whitcher, #9298 | Oct. 12 | Westmont Stroh's; Westmont, IL, Laborer's Union Hall, 12 W. Ogden Ave., 10 AM-4 PM; Richard Johnson #9492 |
| Sept. 21 | McDonnell-Douglas; Florissant, MO, Sioux Passage, Black Buffalo Shelter, 1 PM; Chuck Schwend, #16601 or Jimx Reed, #5027 | Oct. 12 | Garden State; Irvington, NY; Steve Pawlowski, #1168 |
| Sept. 27 | Lone Star; Academy, TX (near Temple), S.P.J.S.T. Hall; John Zembo, #567, 512/259-0219 or Tom Harrison, #10173, 817/853-2288 | Oct. 12 | Lake Erie; Euclid, OH, Community Center; Tom Carney #13455 |
| Sept. 28 | Bullfrog; Wauconda, IL, American Legion Post 911, 10 AM - 3 PM; Bob Richards, #8721 | Oct. 12 | Cape Cod; Tiverton, RI, VFW Post, Congregus St.; 11 AM - 4 PM; Ralph Collins, #14826 |
| Oct. 4 | Cornhusker; Omaha, NE, 1ST ANNUAL SUPER SWAP PICNIC, Location TBA, 10 AM - 4 PM; Bill Baburek, #12293 | Oct. 13 | McDonnell-Douglas; MDC Bldg 33, Columbia, SC, 6:30 PM; Chuck Schwend, #16601 or Jimx Reed, #5027 |
| Oct. 4 | Jersey Shore; Toms River, NJ, East Dover First Aid Squad, OKTOBERFEST; Joe Radman, #6898, 605 Line Rd., Aberdeen, NJ 07747 | Oct. 16 | Pony Express; Ellisville, MO, Daniel Boone Library, 7-9 PM; Ron Homer, #12311 |
| Oct. 5 | Grand Prize; Houston, TX, Memorial Park, 1 PM; Rod MacDonald, #15509 | Oct. 17-18 | Coal Cracker; Wilkes-Barre, PA, Masthead Inn, OKTOBERFEST; Friday nite home, 9-5, room, trading in main Ballroom, Sat. 9-5. BEST RAFFLE IN THE EAST, Ave Thomas, #9777 |
| Oct. 5 | Aztec; San Diego, CA area, Location TBA; Al Taschner, #4914. | Oct. 18 | Old Dutch; Lima, OH, Allen County Fairgrounds, 5TH ANNUAL BEER CAN EXPOSITION AND TRADE SESSION, 9 AM-3PM. 1 Mile E. of Lima on SR 309, just off I-75, Exit 125; Dan Reinecke, #7551 or Don Johnston, #7367 |
| Oct. 5 | Congress; 6TH ANNUAL TRADE SESSION, NY State Fairgrounds; Mike Bello, #11096 | Oct. 18 | Schultz & Dooley; East Chatham, NY, East Chatham Fire House; D. Brorup, #19896 or S. Hermance, #19983 |
| Oct. 5 | Heart of Illinois; Barry, IL, Apple Festival Grounds, 11 AM - 4 PM; Frank Westhoff, #1329 | Oct. 19 | Windy City; Cicero, IL; Ron Jones, #1236 |
| Oct. 8 | Horlacher; Allentown, PA, Fairview Fire Co., 7th & Wyoming Sts., 7 - 9 PM; John Macker, #10488 | Oct. 19 | KC's Best; Belton, MO; Larry Bolen, #11411 or Carl Covell, #1099 |
| Oct. 10-12 | Packer/Badger Bunch; Green Bay, WI, TITLETOWN TRADE-A-THON II at the Howard Johnson's Motor Lodge located just S. of Green Bay on Hwy. 41; 2 days of trading & 2 nites of partying; Ken Treml, #493 | Oct. 19 | Van Dyke; St. Charles, MO, St. Peter's Church; John Lenger, #7812 |
| | | Oct. 19 | 49er; South Lake Tahoe, CA, OUTING AT OLLIE'S; Ollie Oliver, #2514 |

Oct. 25 **Hoosier**; South Bend, IN, 2ND ANNUAL BEER CAN SWAP, American Legion Post 357, 10 AM-4PM; Stan Klaybor, #10546

Nov. 1 **Rebel Traders**; Atlanta, GA; Dick Fogarty, #6506

Nov. 2 **Prison City**; Joliet, IL, AMERICAN SLOVENIAN HOME; Jim Mitchell, #1546 or Bob Scheidt, #8949

Nov. 2 **Knickerbocker**; Maspeth, NY, Frank Kowinski Post, 4TH ANNIVERSARY TRADE; John Shemorry, #13806

Nov. 5 **Valley of the Flowers**; All info TBA; Jimx Reed, #5027 or Chuck Schwend, #16601

Nov. 6-9 **Bofferding**; Sonesta Beach Hotel, Bermuda; BOFFERDING BEER BLAST & TRADE SESSION; John Ahrens, #9, 609/235-2496

Nov. 8 **Wes-Tex**; Odessa, TX; Tommy O'Keefe, #11229, 915/366-8733

Nov. 9 **Blue Room**; 9TH ANNUAL BLUE ROOM CHAPTER FALL TRADE SESSION from 10 AM-4 PM, Illinois National Guard Armory, 516 E. State (Hiway 64/North Ave.), Sycamore, IL. Space for 300 collectors, plenty of tables available; Rich La Susa, #609 or Morrie McPherson, #434

Nov. 9 **Wooden Shoe**; Carousel Ballroom — 6 miles S. of Celina, OH on 127, 9:30 AM-3 PM; Don Steinecker, #4044, Melvin Olberding, #1882 or Oliver Wendel, #698

Nov. 9 **Sangamon Valley**; Springfield, IL; Rick Garner, #12218 or Kent Newton, #7100

Nov. 9 **Heart of Illinois**; Bloomington, IL, Knights of Columbus Hall, 11 AM-4 PM; George Kitterman, #474

Nov. 12 **Cornhusker**; Omaha, NE, 1ST ANNUAL FALSTAFF NITE, Falstaff Inn at the Brewery, 7:30-10:30; Bill Baburek, #12293

Nov. 14-15 **North Star**; North St. Paul, MN, 7TH ANNUAL GUZZLE 'N' TWIRL, details later

Nov. 15 **Lone Star**; Academy, TX (near Temple), S.P.J.S.T. Hall; John Zembo, #567, 259-0219 or Tom Harrison, #10173, 817/853-2288

Nov. 16 **KC's Best**; Kansas City, MO; Larry Bolen, #11411 or Carl Covell, #1099

Nov. 16 **Progress—CHAPTER #100**; Oklahoma City, Oklahoma; Jerry Brewer, #8856

Nov. 17 **McDonnell-Douglas**; MDC Bldg 33 Cafeteria, 6:30 PM; Chuck Schwend, #16601 or Jimx Reed, #5027

Nov. 20 **Gateway**; Brentwood, MO, American Legion Hall; Pat Kreyling, #16661

Nov. 20 **Pony Express**; Ellisville, MO, Daniel Boone Library, 7-9 PM; Ron Homer, #12311

Nov. 23 **Cape Cod**; Tiverton, RI, VFW Post, Conanicus St., 11 AM - 4 PM; Ralph Collins, #14826

Nov. 29 **Three Rivers**; Ft. Wayne, IN area. TURKET TROT TRADE at Hesson Cassel Hall; Al Brand, #1338 or Bill Oblinger, #7529

Dec. 7 **Aztec**; San Diego Area; Location TBA; Al Taschner, #4914

Dec. 7 **Van Dyke**; St. Charles, MO; John Lenger, #7812

Dec. 7 **Golden State**; Los Angeles, CA area; Larry Cummings, #10787

Dec. 10 **Horlacher**; Allentown, PA, Fairview Fire Co., 7th & Wyoming Sts, 7-9 PM; John Mackes, #10488

Dec. 18 **Pony Express**; Ellisville, MO, Daniel Boone Library, 7-9 PM; Ron Homer, #12311

MCMLXXXI

Feb. 6 **Heart of Illinois**; Peoria Heights, IL, Pabst Brewing Co. Hospitality Room, 6:45-11 PM; Bob Mutters, #14431

Feb. 7 **Wes-Tex**; San Angelo, TX; Alex Schwertner, #3094, 915/949-7497

Feb. 7 **Jersey Shore**; Holmdel, NJ, Saint Benedict's Church, 3RD ANNIVERSARY TRADE; Joe Radman, #6898, 605 Line Rd., Aberdeen, NJ 07747

May 2-10 **Bofferding Chapter's 6th Annual European Tour**. Germany, Switzerland. Visit the world's largest beer store, Henninger Tower, Lowenbrau Brewery, castles, Munich beer halls, etc. Contact John Ahrens #9

May 16 **Wes-Tex**; Midland, TX; Ann Semple, #828, 915/683-2059

Please send all trade session info to:

Mark C. Ferguson, #5836
1131 Ralston Ave.
Barboursville, WV 25504
304/736-9394



CANdids

What, No Storzette?

Schmidt's Light and Rheingold Extra Light, brewed by Christian Schmidt Brewing Co., received top honors in a taste test for light beers conducted for a national women's magazine. The taste test was part of an article on the rising popularity of light beers, particularly among women, which appeared in the July issue of *House Beautiful*.

In addition to Schmidt's and Rheingold, other beers taste tested were the heavily advertised national brands — Miller Lite, Michelob Light and Natural Light (both Anheuser-Busch) and Schlitz Light.

Schmidt's Light and Rheingold Extra Light each received the rating of "One of the best of the lights." Schmidt's Light was described as "Slightly deeper color. Displays good character and crispness. Has a sturdier beer taste than many lights. One of the best." This is what *House Beautiful* said about Rheingold Extra Light: "Moderately light flavor. Easy drinking. A pleasant, lingering finish. One of the best of the lights."

In the test, the light versions were also tasted against the regular beer of the same brewer. While all the beers were light colored, the magazine notes, they showed a subtle range of shades. However, there were no discernible differences in shading between the low-calorie versions and their full-calorie relatives, it points out.

Is It Schaefer or Stroh's?

The F&M Schaefer Corp. and the Stroh Brewery Co. now have the right to produce and distribute each other's brands of beer. This is a part of the agreement in which Stroh will acquire 76 percent of Schaefer's stock.

Peter Stroh, Stroh president, said that the two companies have begun studying marketing arrangements and will have early indications of their plans in six months to a year. It will take two to four years, he said, to ready Schaefer to make Stroh products.

William J. Schoen, Schaefer president, said in the first five months of 1980 Schaefer had operating profit of \$1.9 million, compared with an operating loss of \$1.1 million the year earlier.

Net sale for the period were up from \$61.7 million to \$66.8 million.

Old Mil Heads East

Eighty-four million cans of Old Milwaukee will soon be on their way to Taiwan, with the signing of a \$12.1 million agreement between that country and the Jos. Schlitz Brewing Co.

The beer and the can will be the same as that sold in the U.S., except for the lid which will carry some Chinese decorations and a statement about manufacturing authorization.

Heileman Adds Dunks

The G. Heileman Brewing Co., of LaCrosse, Wis., has purchased the Duncan Brewing Co. of Auburndale, Fla., for an undisclosed price.

Duncan produces several brands, distributed mainly in the Florida market, and is a major producer of Malta, a non-alcoholic malt beverage popular in Florida and the Caribbean area.

Russell G. Cleary, president of Heileman, said certain Heileman brands for the Florida market would be produced at the Auburndale brewery after modifications and additions have been made. He said the plant had the potential to produce about 400,000 barrels of beer annually.

Labeling OKed — Sort of

The U.S. Treasury has adopted a proposal requiring limited ingredient labeling for alcoholic beverage containers.

Under the proposal, which takes effect January 1, 1983, all labels will have to list ingredients that could be hazardous, such as those that might cause allergic reactions. But instead of listing other major ingredients, producers and importers will have the option of simply listing an address where buyers can write for the information.

When ingredients are shown on the label, they must include all additives, such as colors, flavors and preservatives.

So Who's Normal?

According to the U.S. Department of Health, Education and Welfare, the average American drank 73 cans of beer last year.

We can assume from this report that the BCCA is not made up of average Americans.

Chapter Brewings . . .

Continued from page 23

GUESS WHO!

Who has more beer cans named after them? Andy, Billy, Bob, Joe, Hal? No . . . I think it's Rusty!!

Sunshine Gator Tales

DID YOU GET YOUR SCHLITZ OLYMPIC CAN?

Olympic-tall 12 oz. cans. Hope you got some. Our man, Bob, reports the brewery crushed 72,000 cases, yes I said cases, because President Carter requested a boycott of the summer Olympics in Moscow.

Sunshine Gator Tales

NO WONDER THEY WENT UNDER!

Have you ever noticed that the Carling Black Label can with the map of the U.S.A. on the back featuring eight stars for their eight breweries has nine cities listed on the side! Arizona, Illinois, Maryland, Mass., Michigan, Ohio, Texas, Washington and Georgia.

Capitol City Newsletter

President's Message . . .

Continued from page 3

have what we can say are good friends from all over this country, and for some, overseas.

Over the past 12 months, I have covered a broad area of this country, attending mini-sessions, both large and small — to start with, last November in St. Paul, MN at the Guzzle 'N Twirl weekend with the North Star Chapter. It is one that everyone sometime should try to attend. Led by Jack Isaacson, Les Nuerenberg, Don Tarnowski, Jerry Kalla and many more, they leave you with the feeling that you're glad you came. My next venture took me way down south to New Orleans. The Mardi Gras Chapter, Al Milnar, Phil Repath, Robert Lindley and Clint Boyle and many others and their hospitality made me glad that I came.

March was a very busy month for four straight weekends. I was in Toledo, Ohio, with the Buckeye Chapter, Dick Adamowicz and Little "Bucky." Then it was east to Gettysburg for my second straight Spring Thaw Thing. The Keystone Chapter and Dave Krantz, Lois and Ken Hiestand, Bob Akers, Jay Herbein are the ever-present workers and are responsible for the Hershey Convention you will have attended by the time you read this.

Not to be forgotten is a fine gentleman who, more often than once, goes out of his way to help many a young collector and even older ones — Ralph Newman.

Weekend three saw me at the Queen City Chapter's Luck of the Irish Mini-Convention in Cincinnati. I met Bill Luers for the first time, and like so many others a real fine person. In attendance were the Dayton Gang of Zembo, Decker, Kates, and a couple of others whose names I can't remember. And, of course, there was the wonderful Louise Durbin.

Weekend four carried us 500 miles to our north to Albert Lea, MN for the Schell's Border Batch Chapter's First Annual BBBS. If you don't know my good buddy Bob Vierkant then you don't know what kind of a program that guy can put on. I even celebrated my birthday there and I have one heck of a cake to prove it. That session brought a good gathering of the North Star Chapter down out of the snow, including Jack Isaacson, Les Nuerenberg, Jerry Kalla, Joe Kowal, Don Tarnowski, and I can now add another good friend, Steve Miner.

In April, although there was a report of six inches of snow on the ground, I motored up to Ottumwa, IA for the Fourth Annual Spring Thaw of the

Hawkeye Chapter. I was greeted by Larry Hall, Gary Fronk, Curt Fisher, Al Rabenhorst and his wife, and Bill Stout and his wife. It was a good weekend and well worth it. A week later along with my wife, Jack Turner, the Johnsons, Dick and Ray, and Marcia Butterbaugh, we helped the KC's Best Chapter in Kansas City celebrate their sixth birthday.

On April 26, US Air flew us up into beautiful New England to Chicopee, MA, for the Cape Cod Chapter's First Annual Mini-Convention. Ralph Collins and Ralph Whitcher were the hosts and did one heck of a job and made their first one a great one. Among many acquaintances were Dave Thomas, Shorty Dunham, Joe Kennedy, Al Drew, Ernie Fischer and the Schultz and Dooley members, and once again, Ray Johnson.

On May 17, we again motored east to be at the Southern Tier Chapter's Sixth Annual Trading All Weekend session at Deposit, NY. Arriving about nine at night and after following Al and Louie Strano for 20 miles up into the camp area, it was old home week once more. The first to greet us was none other than Joe Kelleher, who at one time back in March, fell asleep at the home of good ol' Larry Cline and somehow had his glasses painted. And then there was Ernie Haist, Lew Albertson, John Ahrens, Lois and Ken Hiestand, Ralph Newman, Bob Akers, One Can Joe Pass, Dave Thomas, and his PA followers, Shorty, Matt, and Carl. But a lot of credit has to go to Marie and Carl Lillie. They put on just about the best outdoor session anywhere. A heck of a lot of fun, good cans, hospitality and entertainment. Also, credit must be given to Pete Hempstead and Bruce Pomeroy.

Then for a period of a little over four weeks, I just kind of took things easy to prepare for a board meeting. On May 24 I took off on a real foggy morning and headed north to Kalamazoo, MI for the Patrick Henry Chapter's Third Annual Beer Can Trade Session. It was a one-day thing, but believe me I'll be a long time remembering it. It was handled great by Jack Kellogg, Jim Stahl, Bob Hill and Russ Elliot and many others. It was the first meet that I attended that I was without my tote of cans. Republic Airlines took care of that for me, but before the afternoon was over, they caught up with me and my record of at least making one trade was still intact. By the way, Russ was my host for that evening, and the next day Jack, Bob, Russ and their wives took me to dinner. And to them, I will be ever grateful.

On the first of June, we flew south to Houston, TX for the Grand Prize

Chapter's Second Annual Extravaganza. I was given the grand tour of Houston and the Hyatt Regency Hotel, which will be the headquarters for Convention XIII in 1983. It is one fantastic place and anyone who misses it will miss the time of their lives. That evening we feasted on barbecued pig and all kinds of fixings. My host was none other than Bob Dean, and along with Rod MacDonald, Gale Lueck, Diane Montgomery, Gary Zulko, Marc Hagen and so many more that I would need another page.

On Sunday the trade session was held at the world famous Gilley's Club. It was a well-attended session, and if anyone thinks that our hobby is nearing an end, they should have been there.

In July, the Sixth Annual Ohio Summer Convention was next on my agenda, with some new faces and a great number of the good ol' familiar ones. Dick and Joann Clark, whom we had seen in Gettysburg, Deposit and now here, were among the first. And then there was the ever-present Ray Johnson, Dick Johnson, Herb and Gerry Schwarz, Dick Adamowicz, Tobi Harms, Len Dicker, Larry Cline, Bob McClure, John and Gary Zembo, Bil and Tootie Lafferty, John Paul, Ernie Haist, Lew Albertson, Bob Kates and so many more that I hope don't feel slighted if I miss naming them. Oh yes, I missed the new Ron Jones, and two very nice people, Bev and Don Hicks.

I believe that I could name one quarter of the roster who somehow manage to make many trips each year to many of the sessions all around this big country. This year I believe that I represented the BCCA very well. There were many more places that I would have liked to have attended, but I have a job to look after and a good boss who understands, even if I don't get paid when I take time off. This next year, your new president Herb Schwarz will be trying to get to many of the places that still need BCCA representation, so I suggest that you get a request in early.

This has been a fantastic four years being an officer, and I know that it will not end there. I intend to stay very active.

I thought that some of you might be interested in how I spent my year as president. And also our News Report editor received a letter, wanting to know why I only got a half page in the last issue and one of our writers got a full page. Enough said. I thank each and every member for helping keep our hobby a hobby.

Sincerely,
Kit Hall #166

Potpourri forum

Related and unrelated tidbits from the East and other places.

By Will Hartlep #3109

PHOTO QUIZ:

In five minutes or less, find Dick and Leo Grady #12951 and #13109, in the following photo of their Zelienople, Pa. dump. Clue: None of the cans are wearing jackets.



OVERHEARD BACK EAST:

John DeMarco to Dick Balog, while holding a Dunkin' Donuts box: "Want a donut, Dick?"

Dick: "No." (but he takes one anyway.) Twenty minutes later Dick's back, with his hand in the box again: "I don't want another one, either."

LOVE IS A MANY SPLINTERED THING:

Jim Creighton #7145 sends us this, found in Playboy Magazine:

CASTAWAY

He grabbed me round my slender neck
I could not shout or scream.
He carried me into his room
where we could not be seen;
He tore away my filmy wrap
and gazed upon my form —
I was so cold and still and damp,
while he was wet and warm.
His feverish mouth he pressed to mine —
I let him have his way —
He drained me of my very self,
I could not say him nay.
He made me what I am, alas!
That's why you find me here,
A broken vessel, broken glass,
That once held bottled beer.

Anonymous

SPEAKING OF OTHER MAGAZINES:

Bruce O'Such #20297 thinks it would be a good idea for me to report on articles relating to beer, breweries, etc,

found in other publications. (I agree, and beginning now will do so faithfully.) Bruce noted these two: "International Ferment" by Michael Vermeulen; *Penthouse* August 1980, and "The Battle of the Bottles" by Ron Rosenbaum; *Inside Sports* July 1980.

Let me add "Milwaukee: More Than Beer" by Louise Levathes; *National Geographic* August 1980. Got a nice picture of the presidents of Pabst, Miller, and Schlitz in it.

MUSIC TO HIS EARS:

I thought we'd compiled a fairly respectable list of beer-related songs until I read about John Ahrens #9 in the Rusty Richard's Almanac. He has a tape (or tapes??) of songs which at least contain the word "beer." So what, you say? Well, the tape is 12 hours long. I read further that John likes to trap friends in his car on long trips to trade sessions and play his tape until said friends scream for mercy.

COLLECTING THINGS:

The most unusual bit of breweriana anybody ever sent me came from Mark Ferguson #5836, who mailed me a razorblade in a West Virginia Beer and Ale wrapper. But for some reason I can't get it to fit into my Remington Rechargeable.

Dave Clemson #19039 ran into a guy who collects stickers from bananas.

And then there is Malone Young of Johnson City, Tennessee, whose basement is lined with shelves which contain his collection of 2500 different golf balls. Do all golf balls have to have the smiles on the bottom?

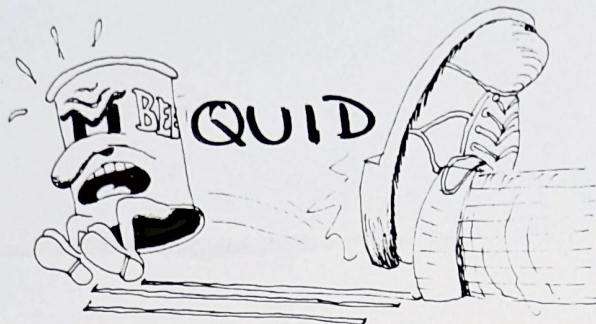
DAYTON MINICANVENTION:

Here, as promised at the Dayton Minicanvention, for all to see, is Merle Decker #558, doin' what he does best.



And speaking of photos, Ron Jones, what sort of offer will you make to dissuade me from sending my pictures of you and those two high school girls to Mrs. Ron Jones?

If you've got something you'd like to see here, send it to Will Hartlep, 306 Olympia Street, Pittsburgh, PA 15211.



By Jeff Berg #799

CORRECTION . . . Due to some unaware typesetter who typed my sloppy copy last time, the winning quote should have read **I WOULD RATHER HAVE A BOTTLE IN FRONT OF ME, THAN A FRONTAL LOBOTOMY.**

Thank you to all those who sent stuff to use, and to re-welcome Quid to the *News Report*.

QUID RECORD REVIEWS . . .

For some reason, this portion attracts quite a bit of attention, so if you have a record to recommend (recent only please) send 'em to me . . . Scorpions-Animal Magnetism*** (especially The Zoo), The Pretenders**, Peter Gabriel****, 1/2 of the newest Genesis**** (reviewed by Bill Beverly, #18483.)

From Bill Beverly also, the following . . . Bill reports that in a book, called *In God We Trust*, by J. Shepherd, there is a lake in northern Indiana (there is?) that has its bottom composed (decomposed) of all old cans. The cans are supposed to be a thousand feet thick in places, some brands are Atlas Prager and Blatz. Cedar Lake is the place. Bill also suggested a contest of rock groups named after beers or vice versa. Any known?

Bob Venners, #8842, sez . . . "local sponges, John McGuire, Dave Peterson, and Dick Adamowicz #'s 4698, 8386 and 344 have been making immense crowds of bystanders puke on their shoes by drinking any and all old full cans. Some of their conquests include Buckeye, Red Lion ML, and worst of all, 2 quart Drewry's Bock in bottles. Rationale for same is "we're doing it for kicks!" I bet.

Another plugged product, Perrier, proved to be the down fall of Bobby Joyce, #19476. Bob lifted a 6 oz'er from work one day. Bobby suggests only using the stuff for a better dumper cleaner than oxalic acid Hmmm.

Steve Schubert, #13515, (hi Steve, I remember you and your shirt) Steve wrote something incoherent about the Black Forest Colorado Outhouse races which are held in May each year.

Sounds like something BCCA'ers do at an outdoor trade session. Anyway, Steve is trying to get a team together for next year, although he didn't know it until now to race an out house in Colorado. Write him, not me!

The Han Bros., notorious outlaws, have a new chapter, something to do with shower curtains from the Milwaukee Convention. Anyone with a Milwaukee Shower Curtain is urged to write to the Hans Bros, Chapter Presidents.

A secret message from Mark Clanton, #20882 to anyone . . . Somebody write to me fast!

Another song about life is in an album from Frank Zappa, said John Weinheimer, #3054. He suggest listening to a cut called Ladies Chests and Beer. Only we have to censor the true first part of the title.

Charlie Burger . . . anything for me to use soon?

Mike Hiteshaw, #20728 sent a pretty interesting poem to use, but due to space, we'll run it in the November issue.

P.K. Frawley . . . A while ago we mentioned something about a little known Bosch Brand, and historian Frawley sez it was called Sauna Beer, and sold only in bottles. He has pictures of it if anyone is interested, getahold of that guy!

Received a list of all the brand changes that have appeared in the *News Report* since 1975 from a California collector. It is highly detailed and very informative, to say the

least. We are avoiding a name mention so he is not bombarded by letters, but if you are interested or have an opinion of same, please send them to me and they will be forwarded to BCCA or to the list's author. (thank you!!)

D.D. Final transmission . . .

But it was only fantasy,
The wall was too high.

COMING IN NOVEMBER . . . The annual Convention trivia, the poem and this years Odd Jobs, part one.

BREW VIEWS

Old Bohemian — a beatnik.

Grace Bros. — a pastor, a priest and a rabbi

Falls City — Pompeii

Brown Derby — a muddy day in Louisville

Rainier — more inclement

Pearl Light — Miss Bailey in her youth

Cold Brau — chest chiller

Heibrau — with wire supports

Columbia — as in colum bia, colum cia, colum dia, —

Esquire — singing group

Horlacher — a dirty old man

Van Lauter — a means of getting on top of a vehicle

Great Falls — any St. Louis major sport team

Moose — a Butterbaugh

Weisbrod — smart gal

Tudor — as opposed to Fourdor

Michelob — part of a mouse's ear

Old Shay — as in "Old Shay can you see —"

Grand Lager — large German pistol

Grand Union — the first time you

knew what you were doing

Aspen — enclosure for donkeys

(usually in the rear of the Astor)

Bohack — bum writer

Soberana — Spanish for Harry Keith-line

Of Coors, some of these are Busch rather than Ivy League and you may Stroh them out. Just doing Orbit. Searched Hynne low and Manheim Lucky to be done, Bud, we have made our point. So kiss Oertel, Alpine for you,

Jimx Reed #5027



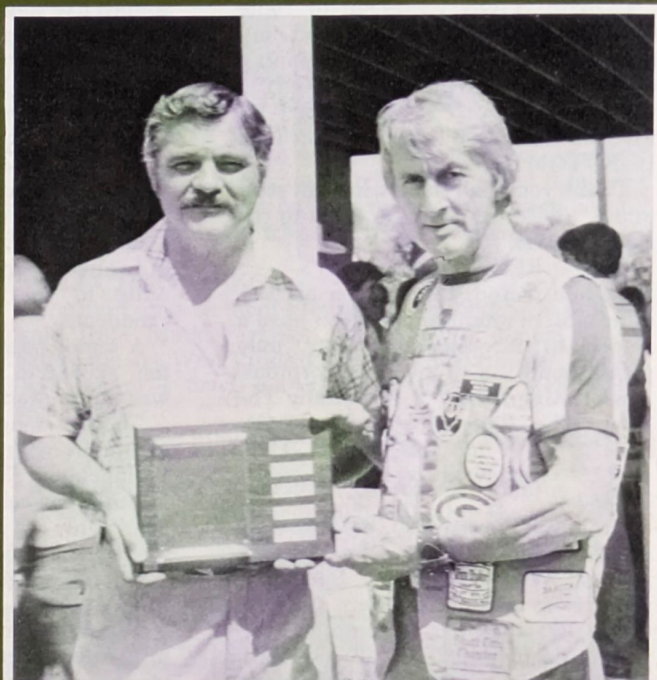
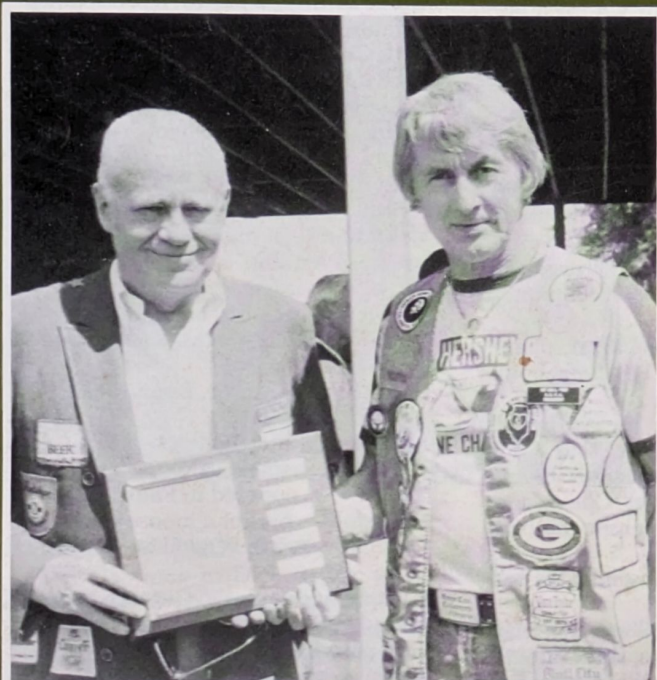
ice cold beer...
it isn't just
for breakfast
anymore —

Beer Can Collectors of America

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Fenton, MO 63026

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Second-class postage paid
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additional mailing offices.



Denver Wright #1 and Larry Wright #2 received special honors from President Kit Hall #166 at the Swap-A-Rama.

Variety Highlights 2nd Annual Swap-A-Rama

By Bud Sucher #3247

The second annual Swap-A-Rama, sponsored by the five St. Louis-area BCCA chapters, was a huge success. Members from Florida, Texas, Kansas, Arkansas, Illinois, Wisconsin, Ohio, Iowa and Indiana — as well as many Missourians — attended.

On June 20 our hospitality room at the Holiday Inn was really jumping. Many old acquaintances and many new friendships were made, with the help of plenty of cold beer!

Saturday morning at daybreak, trading started by some of the campers who got in Friday night. By 8 a.m. more traders were arriving and trading became intensified.

At 11 a.m. the national BCCA board meeting was held under the towering shade trees. Board members from Texas and California were in attendance.

Raffles were held during the day, with scores of fine prizes. Also, complimentary gifts were given to all. Hot dogs, soda, pretzels, and potato chips were available, along with 75 cases of free beer.

Plaques commemorating the 10th Anniversary of the BCCA were presented to Denver and Larry Wright, first and second presidents of the BCCA, from the five area chapters by BCCA President Kit Hall.

Saturday evening the pavillion was

cleared out and a fine four-piece band played dance music. And, I must say, these collectors can do other things than collect beer cans — they danced up a storm! Also on Saturday evening, many members found themselves on local TV news.

Sunday trading again was resumed, with many traders arriving for the first time. Everyone had a very enjoyable time. Many commented on what a beautiful place the spacious Knights of Columbus grounds were — with the large pavillion, clean rest rooms, and its location within walking distance of many fast food restaurants and within minutes of many fine motels.